



FOR IMMEDIATE RELEASE

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EARTH'S BEST® NOW OFFERS ORGANIC INFANT SOY FORMULA WITH DHA & ARA IN TWO CONVENIENT SIZES

Melville, NY (October 2008) – For more than 20 years new parents have trusted **Earth's Best®**, the leading brand of organic infant foods sold in Natural Food stores and the fastest growing organic baby food brand in Grocery stores. Infant formula was added to the brand's portfolio in 2006 – first in Dairy, then in Soy for those babies with sensitive tummies who have difficulty tolerating milk proteins. **Earth's Best** is proud to now offer *Organic Infant Soy Formula with DHA and ARA* in two convenient sizes – 13.2 oz. and a *NEW 25.7 oz.* can, alongside 13.2 oz. and 25.7 oz. **Earth's Best Organic Infant Dairy Formula with DHA and ARA**.

Sold in powder form in canisters with re-sealable lids, **Earth's Best Organic Infant Soy Formula with DHA & ARA** is FDA clinically tested and approved for infant nutrition with the



added benefit of being organic. Dairy and lactose free, it is made with organic soybeans, making it easy to digest.

Earth's Best Organic *Infant Formulas with DHA & ARA* are nutritionally complete to provide 100% of the essential nutrients doctors recommend for babies during the first 12 months of life. They contain 17 milligrams per 100 calories of DHA and ARA, the Omega Fatty Acids found in breast milk that are important for babies' brain and eye development. Plus, they are fortified with iron for red blood cell development and made with high quality essential fatty acids, carbohydrates, proteins, vitamins and minerals needed to support the normal health and development of a growing baby. As with all **Earth's Best Organic** infant products, **Earth's Best Organic *Infant Formulas with DHA & ARA*** are produced without the use of potentially harmful chemical pesticides, herbicides, synthetic fertilizers or growth hormones.

Look for **Earth's Best Organic *Soy Infant Formula with DHA & ARA*** in powder form, along side **Earth's Best Organic *Dairy Infant Formula with DHA & ARA*** in the baby food/formula aisle in Natural Food stores, or the infant and natural foods sections of select Grocery stores.

SRP: 13.2 oz - \$14.99 per canister; 25.7 oz - \$28.99 per canister.

For more information about where to purchase Earth's Best and our other wholesome organic foods for babies and toddlers, log onto www.earthsbest.com.



The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings®, Terra®, Garden of Eatin'®, Health Valley®, WestSoy®, Earth's Best®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Hain Pure Foods®, FreeBird™, Plainville Farms®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Granose®, Realeat®, Linda McCartney®, Daily Bread™, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Tushies® and TenderCare®. Hain Celestial has been providing “A Healthy Way of Life™” since 1993. For more information, visit www.hain-celestial.com.

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