FOR IMMEDIATE RELEASE

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EARTH'S BEST® SESAME STREET® INTRODUCES FROZEN FRENCH TOAST STICKS – ANOTHER BREAKFAST HIT!

Melville, NY (March 2009) – **Earth's Best®**, the leading brand of organic infant and toddler foods sold in Grocery and Natural Food stores, proudly expands the **Earth's Best Sesame Street®** toddler food line with the introduction of frozen *French Toast Sticks*. This pure and wholesome breakfast joins **Earth's Best Sesame Street** frozen organic waffles, a recipient of the "2008 Kids Food Award" by Kiwi Magazine.

Earth's Best Sesame Street *French Toast Sticks* are 70% organic, made with organic whole grain wheat, and provide 9 grams of whole grains per serving. As with all **Earth's Best Sesame Street** products, they are specially fortified for toddlers and are an excellent source of iron, zinc and six B vitamins, helping to ensure that little tummies get the big nutrition they need. They contain no hydrogenated oils or trans fat. Kids will love the taste and parents will love the nutrition.

Earth's Best Sesame Street *French Toast Sticks* join the brand's current line of breakfast items which includes top selling frozen *Organic Mini Waffles*, *Organic Yummy Tummy Instant Oatmeal* and *Organic On-the-Go O's Cereal.* **Earth's Best Sesame Street** offers an extensive line of meals including *Frozen Whole Grain Cheese Pizza,* frozen entrées, pasta and soups, and organic snacks made with whole grains.

Earth's Best Sesame Street *French Toast Sticks* are sold in a 12.7 oz. box with 32 sticks. SRP: $3.55 - $4.35

The **Earth's Best Sesame Street** line of products support Sesame Workshop's "Healthy Habits for Life™" initiative, a multi-year campaign designed to foster an early foundation of healthy habits among young children and their families.

Look for new **Earth's Best Sesame Street** *French Toast Sticks* in the frozen food breakfast sections of natural food stores and the frozen foods sections or natural foods frozen aisles of select grocery stores beginning in June 2009.

For more information on the complete line of Earth's Best organic infant formula and foods for babies and toddlers and new Earth's Best TenderCare™ diapers and wipes, including where to purchase, 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.

Sesame Workshop

Sesame Workshop is the nonprofit educational organization that changed television forever with the legendary *Sesame Street*. As the single largest informal educator of young children, local *Sesame Street* programs produced in countries as diverse as South Africa, Bangladesh and India are making a difference in over 120 nations. Using proprietary research to create engaging and enriching content, Sesame Workshop produces programs such as *Dragon Tales* and *Pinky Dinky Doo*. In addition, multimedia needs-driven initiatives provide families tools for addressing such issues as children's health, military deployment and emergency preparedness. As a nonprofit, product proceeds and philanthropic donations support Sesame Workshop's educational research and creative content for children around the world. Learn more at www.sesameworkshop.org.

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