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EARTH'S BEST® EXTENDS ITS LINE OF ORGANIC INFANT FOODS WITH THE INTRODUCTION OF WHOLE GRAIN INFANT CEREALS WITH FRUIT AND THIRD FOODS VEGETABLE MEDLEYS

Melville, NY (September 2009) – **Earth's Best®**, the leading brand of organic infant and toddler foods sold in natural food stores and the fastest growing established organic grocery brand, has been providing infants with only pure and simple organic foods for nearly 25 years. Understanding that proper nutrition is important to babies' development, **Earth's Best** is expanding its infant product line with the introduction of *Organic Whole Grain Infant Cereals* with fruit and *Organic Third Foods Vegetable Medleys.*

Earth's Best Organic Whole Grain Infant Cereals with Fruit

Currently offering *Organic Whole Grain Infant Cereals* in Rice, Oatmeal and Multigrain varieties, **Earth's Best** is proud to extend its infant cereal line with the introduction of *Organic Whole Grain Infant Cereals* with fruit. Available in Whole Grain Rice Cereal with Apples and Whole Grain Oatmeal with Bananas, these new cereals and the entire **Earth's**

Best *Organic Whole Grain Infant Cereal* line are fortified to provide an excellent source of iron. Because they are made with enriched whole grains, they also contain vitamins and minerals and the dietary fiber best suited to help meet babies' nutritional needs.

"A survey of moms indicates that variety is important to nearly 75% of moms when selecting an infant food brand[1]," according to Kim Bremer, Senior Marketing Director, The Hain Celestial Group. "As the organic baby food brand that moms see as offering the most interesting varieties, these new cereals are a natural extension for **Earth's Best**."

New **Earth's Best** *Organic Whole Grain Infant Cereals* with fruit, are ideal for babies four months and older. They have a creamy, smooth texture and mild flavor so they are easily fed to babies and safe and gentle on their digestive systems. They are available in an 8 oz. box. SRP: $3.99

Earth's Best Organic Third Foods Vegetable Medleys

Responding to consumer demand for vegetarian jarred food options for older babies, **Earth's Best** introduces Third Foods *Vegetable Medleys.* Made with only the freshest organic produce, grown without potentially harmful chemical pesticides and herbicides, these unique blends have a chunkier texture and are the perfect complement to the family's meal as baby moves to table food.

[1] Baby Center Voice of Moms Study – August 2009

Earth's Best *Organic Third Foods Vegetable Medleys* are for babies nine months and older and are available in:

- Zucchini Broccoli Medley
- Sweet Peas & Creamed Spinach Medley
- Sweet Corn & Carrot Medley

These kosher-certified products are made without any added salt, modified starch or refined sugars and contain no artificial flavors colors or preservatives. **Earth's Best** *Organic Third Foods Vegetable Medleys* are sold in a 6 oz jar and line priced with other **Earth's Best** Third Food Varieties. SRP: $1.19

Look for new **Earth's Best** *Organic Whole Grain Cereals* with fruit and *Organic Third Foods Vegetable Medleys* in the infant foods sections of natural foods stores and the infant foods or natural foods aisles of select grocery stores alongside other **Earth's Best** *Organic Baby Foods* beginning January 2010.

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. ###