



**FOR IMMEDIATE RELEASE**

Contact: Melissa Kreinces  
PR Agency: The Promotion Pipeline  
Phone: (631) 243-3996  
e-mail: [melissa@thepromotionpipeline.com](mailto:melissa@thepromotionpipeline.com)  
Website: [www.earthsbest.com](http://www.earthsbest.com)

**INTRODUCING EARTH'S BEST® SESAME STREET® ORGANIC ELMO CHEESE RAVIOLI AND ORGANIC ELMO PASTA & SAUCE – BIG NUTRITION IN EACH SMALL BITE**

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, proudly announces the introduction of **Earth's Best Sesame Street® Organic Elmo Cheese Ravioli** and **Organic Elmo Pasta & Sauce**, healthy prepared pastas designed for active toddlers.

New **Earth's Best Sesame Street Organic Elmo Cheese Ravioli** and **Organic Elmo Pasta & Sauce** start with enriched organic whole grain pastas and are fortified to provide an excellent source of iron, zinc and six B vitamins- nutrients that your busy toddler may not get enough of. These meals are low in fat, and contain less than 300 milligrams of sodium, 2 grams of fiber and 3 grams of protein per serving. In keeping with the **Earth's Best** commitment to quality, they also have no hydrogenated oils or trans fat and no artificial flavors, colors or preservatives, making them a healthy alternative to prepared conventional pasta offerings.



**Earth's Best Sesame Street Organic Elmo Cheese Ravioli** is mini raviolis filled with organic cheese in a delicious marinara sauce. *Organic Elmo Pasta & Sauce* is fun shaped Elmo pasta in a great tasting tomato sauce. Both are a convenient way to make a quick, healthy meal that children will love to eat - simply heat and serve. They are sold in a 15 oz. can with an easy open pull tab. The inside label of each can also has a fun activity for kids. SRP: \$2.59.

**Earth's Best Sesame Street Organic Elmo Cheese Ravioli** and *Organic Elmo Pasta & Sauce* and the entire **Earth's Best Sesame Street** product line, supports the Sesame Workshop™ “Healthy Habits for Life” program, a multi-year initiative designed to foster an early foundation of healthy habits among young children and their parents and caregivers.

Look for new **Earth's Best Sesame Street Organic Elmo Cheese Ravioli** and *Organic Elmo Pasta & Sauce* in the infant and toddler foods sections of natural food stores or the infant and toddler, canned meals sections or natural foods aisles of select grocery stores beginning in January 2010.

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](http://www.earthsbest.com).



### **The Hain Celestial Group**

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in almost all natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Terra®, Garden of Eatin'®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Café™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, WestSoy®, 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](http://www.hain-celestial.com).

### **Sesame Workshop**

Sesame Workshop is the nonprofit educational organization that revolutionized children's television programming with the landmark *Sesame Street*. The Workshop produces local *Sesame Street* programs, seen in over 140 countries, and other acclaimed shows to help bridge the literacy gap including *The Electric Company* and *Pinky Dinky Doo*. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at [www.sesameworkshop.org](http://www.sesameworkshop.org).

###