

EARTH'S BEST® WITH JUST ONE WISH SWEEPSTAKES

NO PURCHASE NECESSARY

1. ELIGIBILITY: Sweepstakes is open to U.S. residents age 18 and older as of date of entry who are the relative of a child five years and younger. Proof of relationship and child's date of birth will be required by all winners. Employees of The Hain Celestial Group, Inc. ("Sponsor") and its affiliates, subsidiaries, dealers, distributors, retailers, advertising agencies, production agencies, electronic media firms, and employees of The Promotion Pipeline, Inc., and their immediate families and those living in the same household are not eligible to win. All federal, state and local laws and regulations apply. Void where restricted or prohibited by law.

2. HOW TO ENTER: Sweepstakes begins at 12:00:01 am (ET) on January 5, 2010 and ends at 11:59:59 pm (ET) on March 31, 2010 ("Promotion Period"). To enter visit www.earthsbest.com to complete and submit the online entry form including acceptance of these official rules a maximum 50 word wish for a baby's future. Wish must not include any profanity. Any wish that is deemed inappropriate in the sole discretion of the Sponsor will automatically disqualify the entrant. By entering, entrant grants permission for use of name and wish to be posted on the World Wide Web in connection with Sweepstakes. Entrants agree to be bound by and acknowledge compliance with these official rules including eligibility requirements. Limit one entry per email. In the event of a dispute as to the identity of an entrant, the authorized account holder of the e-mail account will be deemed to be the entrant. "Authorized account holder" of an e-mail address is the natural person in whose name the e-mail address has been issued. A selected winner may be asked to provide Sponsor with proof that the selected winner is the authorized account holder of the e-mail address associated with the winning entry. If a dispute cannot be resolved, the entry will be deemed ineligible. Use of automated devices not valid for entry. Entries become the exclusive property of the Sponsor and will not be returned.

3. PRIZES: Monthly Prizes: Seventy five (75): \$25 US Savings Bond and \$25 in Earth's Best coupons. (\$37.50 ARV each). 25 Monthly Winners will be selected for each month (January, February and March). Sweepstakes Prizes: Grand Prize (1) \$25,000 US Savings Bond (\$12,500.00 ARV); First Prizes (4) - two (2) 1st Birthday Parties including camcorder, digital camera, Earth's Best products and premiums and birthday gift; and two (2) Toddler Birthday Parties a digital camera, a gift basket including Sesame Street toys, plush, DVDs books, Earth's Best Sesame Street snacks, party goods and personalized, character signed gift for the birthday child. (\$850 ARV each); Second Prize (25) Winner's choice of Earth's Best Gift Pack (\$38.99 ARV each). Total ARV all prizes: \$19,687.25. All Sweepstakes US Savings Bond prizes will be awarded in the name of a child designated by the Winner. Odds of winning depend upon the total number of eligible entries received. Estimated circulation of offer: 590,000. All prizes will be awarded. No more than the advertised number of prizes will be awarded.

4. DRAWING: Winners will be selected in a random drawing conducted by an independent judging organization, whose decisions are final on all matters relating to

the sweepstakes. Limit of one Monthly Prize per household. Monthly drawing winners will be selected: on or about February 5 from all entries submitted during the month of January; on or about March 5 from all submissions during the month of February; on or about April 7 from all entries submitted during the month of March. Sweepstakes winners will be selected from all submissions during the sweepstakes period, including Monthly Prize Winners. Limit one Sweepstakes Winner per household. Monthly Prize and Sweepstakes Prize Winners will be notified by phone and/or mail and shall be required to complete and return an acceptance letter and/ or an Affidavit of Eligibility/ Publicity Release within 14 days of the date on the notification letter or alternate winner will be selected. All US Savings Bond Winners will be required to provide the Social Security numbers of the child designated as the bond recipient or prize will be forfeited in its entirety and an alternate winner selected. Any prize notification letter or prize returned as undeliverable will be awarded to an alternate.

5. GENERAL: This sweepstakes offer is void where prohibited or restricted by law and is subject to applicable federal, state, local and municipal laws and regulations. Sponsor and judges not responsible for late, lost, stolen, damaged, incorrect, incomplete, illegible, garbled, misaddressed, or misdirected entries, misrouted or scrambled transmissions or communications, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of telephone, Internet, computer hardware, software, communications devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Sponsor disclaims any liability for damage to any telephone or computer system resulting from participation in, or accessing or downloading information in connection with, this Sweepstakes, and reserves the right, at its sole discretion, to modify, cancel, terminate or suspend this Sweepstakes should any virus, bug, technical failures, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In the event of any cancellation, termination or suspension, a notice will be posted and a random drawing will be held from among all eligible entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any entrant if his or her fraud or misconduct affects the integrity of the Sweepstakes. By participating in this Sweepstakes, each entrant and Winner accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the judges and warrants that s/he is eligible to participate in this Sweepstakes. By accepting prize, winner agrees to release Sponsor, The Promotion Pipeline, Inc. their respective directors, employees, officers, and agents, including without limitation, their advertising and promotion agencies, from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize or participation in any prize-related activities. Sponsor is not responsible for typographical, printing, or other inadvertent errors in these Official Rules or in other materials related to the Sweepstakes.

6. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK

DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

7. WINNERS: For a list of winners (available after April 15, 2010) send a self addressed, stamped envelope to: Earth's Best With Just One Wish Sweepstakes Winners List, c/o The Promotion Pipeline, PO Box 162, Huntington Station, New York 11746. For a copy of the official rules, visit www.earthsbest.com or send a self-addressed, stamped envelope to: Earth's Best With Just One Wish Sweepstakes Rules, c/o The Promotion Pipeline, PO Box 162, Huntington Station, New York 11746. VT residents may omit return postage.

Sponsor: The Hain Celestial Group, Inc.

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NO PURCHASE NECESSARY. Abbreviated rules are subject to complete Official Rules available at www.earthsbest.com. Sweepstakes period 1/5/10 – 3/31/10. Open to U.S. residents age 18 and older as of date of entry who are the relative of a child five years and younger. Enter and submit wish maximum 50 words at www.earthsbest.com. Void where prohibited by law. 75 Monthly Prizes: \$25 US Savings Bond and \$25 in Earth's Best coupons. Sweepstakes Prizes: 1 Grand Prize (1) \$25,000 US Savings Bond ; 4 First Prizes Earth's Best Birthday Bash. (\$850 ARV each); Second Prize (25) Earth's Best Gift Pack (\$38.99 ARV each). Total ARV all prizes: \$33,124.74. Sponsor: The Hain Celestial Group, Inc.