



Hain Celestial Announces Appointment of Julie Bowerman as Senior Vice President, Digital Engagement and eCommerce

October 4, 2017

Veteran Food, Beverage and Consumer Goods eCommerce Executive Joins the Company

LAKE SUCCESS, N.Y., Oct. 4, 2017 /PRNewswire/ -- The Hain Celestial Group, Inc., a leading organic and natural products company with operations in North America, Europe, Asia and the Middle East providing consumers with A Healthier Way of Life™, today announced the appointment of Julie Bowerman as Senior Vice President, Digital Engagement and eCommerce, effective October 4, 2017. Julie will oversee the Company's overall digital strategy and vision including customer and commercial development and online media with marketing to further the development of Hain Celestial's global business in the online channel and the digital marketing of its brands, reporting to Gary Tickle, Chief Executive Officer, Hain Celestial North America.



"We are pleased to announce the appointment of Julie Bowerman as Senior Vice President, Digital Engagement and eCommerce of Hain Celestial, with worldwide responsibility for our digital engagement and e-commerce needs," said Gary Tickle, Chief Executive Officer, Hain Celestial North America. "E-Commerce and digital engagement of our consumers are critical elements of our growth strategy, as our consumer base increasingly engages with brands and buys natural, organic and better-for-you products online. With Julie's extensive experience and proven track record of success in the fast moving consumer goods industry in digital and e-commerce, her contributions should be invaluable to Hain Celestial."

Julie joins Hain Celestial with more than 20 years' experience with The Coca-Cola Company in various marketing, commercial and digital roles, most recently as Global Vice President—Omni-Shopper Marketing and Digital Commerce. Julie was responsible for the global ecommerce platform and multi-year strategy having led various consumer brand engagement programs.

Julie started her career at J. Walter Thompson as a Senior Media Buyer and Planner working with national consumer products companies.

About The Hain Celestial Group, Inc.

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe, Asia and the Middle East. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggie Cuisine®,

Better Bean™ Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Yorkshire Provender™, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney's®, Lima®, Danival®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

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