



TERRA® Vegetable Chips Partners with Seed Savers Exchange to Further Its Commitment to Preserving Vegetable Diversity

December 4, 2013

LAKE SUCCESS, N.Y., Dec. 4, 2013 /PRNewswire/ -- TERRA®, a brand of The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading organic and natural products company in North America and Europe, today announced its partnership with Seed Savers Exchange, a non-profit organization dedicated to saving and sharing heirloom seeds. TERRA® Vegetable Chips—known for its diverse vegetables, including taro, kabocha squash, parsnip and beets—will help raise awareness for the Seed Savers Exchange mission through a donation to the organization as well as earned media efforts and on pack copy.

(Logo: <http://photos.prnewswire.com/prnh/20110310/NY625181.IMG>)

(Logo: <http://photos.prnewswire.com/prnh/20130502/NY067431.IMG>)

"As modern agriculture begins to dominate our food supply with a focus on crop yield, we want to preserve those artisanal vegetable varieties, with the vibrant colors and intriguing flavors that make our blends so distinctive," said Jared Simon, Director of Marketing for Snacks at Hain Celestial.

The TERRA® donation will support Seed Savers Exchange's efforts to maintain their collection of heirloom and open-pollinated seeds. In 2013, they grew out over 1,300 different varieties of vegetables to regenerate seed stocks and to evaluate them for culinary and garden use.

"We are excited to team up with TERRA® to share our story with consumers who appreciate and value food diversity. The variety of vegetable ingredients in their products aligns with our goal to maintain a genetically diverse food supply for the earth," said Kelly Tagtow, Marketing Manager for Seed Savers Exchange.

Seed Savers Exchange is the largest non-governmental seed bank of its kind and has been protecting food supply and cultural heritage through the collecting, growing and sharing of heirloom seeds and plants for the past 38 years.

TERRA

TERRA® Vegetable Chips combine the beautiful colors and delicious flavors of the earth's own vegetables into a perfect crunchy snack. After two decades, the intimate process of crafting our chips remains with over 20 different varieties and flavors that are truly distinctive by nature. TERRA® Chips are cooked only in expeller pressed oils, made with non-GMO ingredients, and are gluten free and certified kosher. TERRA® is a brand of The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading organic and natural products company in North America and Europe, providing consumers with A Healthier Way of Life™ since 1993. For more information, visit www.terrachips.com or www.facebook.com/TerraChips.

The Hain Celestial Group, Inc.

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company in North America and Europe. 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®, Gluten Free Cafe™, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, Blueprint®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, GG UniqueFiber®, JASON®, Avalon Organics®, Alba Botanica® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

Seed Savers Exchange

Seed Savers Exchange is a non-profit membership organization dedicated to the preservation and distribution of heirloom seeds. Seed Savers maintains a collection of thousands of open-pollinated varieties, making it one of the largest non-governmental seed banks of its kind in the United States. Founded in 1975, Seed Savers Exchange operates an 890-acre farm in northeast Iowa where thousands of rare fruit, vegetable, and other plant varieties are regenerated and preserved in a central collection. For more information, visit www.seedsavers.org.

SOURCE The Hain Celestial Group, Inc.

Sam Garfinkel, Hain Celestial, Senior Brand Manager, Snacks, 516-587-5278, Sam.Garfinkel@hain.com; Mark Vanhook, Capstrat, 919-745-3689, mvanhook@capstrat.com