



Hain Pure Protein Extends Relationship With Panera Bread

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Enters New Agreement as the Primary Supplier of Turkey Raised without Antibiotics Under the Plainville Farms® Brand

LAKE SUCCESS, N.Y., Jan. 16, 2015 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading organic and natural products company providing consumers with A Healthier Way of Life™, announced that Hain Pure Protein Corporation ("HPPC") has entered into a new supply agreement with Panera, LLC to provide Plainville Farms® turkey breast meat raised without antibiotics to Panera Bread. HPPC has been supplying Panera Bread with turkey raised without antibiotics on family farms since 2011.



"Plainville Farms® has worked closely with Panera to feature turkey that has been humanely raised, fed a vegetarian diet and never given antibiotics," said Irwin D. Simon, Founder, President and Chief Executive Officer of Hain Celestial. "I am pleased Panera Bread will continue to serve Plainville Farms® turkey as we work on several other initiatives to provide organic and natural product offerings from Hain Celestial's portfolio of brands," concluded Irwin Simon.

"More than ten years ago, Panera became one of the first restaurant chains to offer chicken that received no antibiotics ever," said Blaine Hurst, EVP, Chief Transformation and Growth Officer of Panera Bread. "By working closely with leading suppliers like Plainville Farms, we've been able to extend this commitment to our roasted turkey. For us, poultry raised without antibiotics tastes better and is consistent with our Food Policy and our commitment to have a positive impact on the food system."

Panera Bread's Food Policy is available at www.panerabread.com/food policy.

Plainville Farms

Plainville Farms® is a brand of Hain Pure Protein Corporation ("HPPC"), a leader in growing natural poultry produced without antibiotics under well-known brands that include FreeBird® and Plainville Farms® for major retailers, specialty and natural food stores and foodservice operators in the United States and Canada. HPPC is a subsidiary of The Hain Celestial Group, Inc.

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®, Rudi's Organic

Bakery®, Gluten Free Cafe™, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, 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®, Tilda®, Akash Basmati®, Abu Shmagh®, 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.

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