



## New Hain PureSnax Make Snacking Pure Fun for the Whole Family

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NOTE TO MEDIA: Multimedia assets available

A photo is available at URL:

<http://www.businesswire.com/cgi-bin/photo.cgi?pw.013003/bb1>

MELVILLE, N.Y.--(BUSINESS WIRE)--Jan. 30, 2003--Hain Pure Foods(R), the original "better for you" brand, announced the arrival of Hain PureSnax(R) -- a new line of all-natural snack foods.

An alternative to traditional snack foods, Hain PureSnax features four pure products: Zoinks, Soy Munchies, Crudites and Kettle Corn. As nearly 20 percent of shoppers polled by The Natural Marketing Institute (NMI) said they had bought natural or organic salty snacks, Hain PureSnax will satisfy the growing demand for great-tasting snacks with no genetically engineered ingredients or hydrogenated oils. Available in a variety of popular flavors, Hain PureSnax is sure to appeal to the whole family. For this reason, Hain PureSnax is taking a decidedly fun approach to the packaging and presentation of its products.

"We're excited about introducing a high-quality brand that makes healthy eating a fun experience -- one that can be enjoyed by the entire family," said Adam Levit, Vice President of Snacks Marketing for The Hain Celestial Group. "Hain Pure Foods' has a long history in all-natural foods and Hain PureSnax was a natural next step towards meeting the high demand for snacks that complement a healthy lifestyle."

The four products included in Hain PureSnax' launch are: Zoinks, Soy Munchies, Kettle Corn and Crudites.

- Zoinks puts a zany twist on puffed corn snacks for a treat that's fun to eat in two mouth-watering flavors -- White Cheddar and Butter.
- Soy Munchies, miniature soy crisps in White Cheddar, Ranch or Caramel flavors, are an excellent source of calcium and offer all the healthy characteristics of soy.
- Crudites is an excitingly different puffed celery and carrot twist that's available in Original and Sour Cream & Onion varieties.
- Kettle Corn is an authentic kettle-popped popcorn that is slightly sweet, but also salted to perfection.

Hain PureSnax -- altogether a well-balanced line of natural snacks

-- put a refreshingly new twist on classic snack flavors for products that are sure to be enjoyed by the whole family. "Hain has always had national exposure on snacks," Levit said. "With Terra Chips being the upscale natural snack, Garden of Eatin' leading the organic pack, and Little Bears providing a healthy snack for kids, we needed a brand to round out the snack lineup. That's why we created the family-fun Hain PureSnax brand."

About the Company

The Hain Celestial Group (Nasdaq:HAIN), headquartered in Melville, NY, is a natural, specialty and snack food company. The Company is a leader in 13 of the top 15 natural food categories, with such well-known natural food brands as Celestial Seasonings(R) teas, Hain Pure Foods(R), Westbrae(R), Westsoy(R), Arrowhead Mills(R), Health Valley(R), Breadshop's(R), Casbah(R), Garden of Eatin'(R), Terra Chips(R), Yves Veggie Cuisine(R), The Good Dog(R), The Good Slice(R), DeBoles(R), Earth's Best(R), Nile Spice, Rice Dream(R), Soy Dream(R), Imagine Natural Organic Soups and Broths(R) and Lima & Biomarche(R) in Europe. The Company's principal specialty product lines include Hollywood(R) cooking oils, Estee(R) sugar-free products, Kineret(R) kosher foods, Boston Better Snacks(R) and Alba Foods(R). The Hain Celestial Group's Web site can be found at [www.hain-celestial.com](http://www.hain-celestial.com).

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