



Savory Summer Eating That Tastes Great and Is Good For You Too; The Hain Celestial Group is Helping Consumers Eat Smarter for a Healthier, Happier Summer

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MELVILLE, N.Y.--(BUSINESS WIRE)--June 24, 2003--Hot dogs, barbequed ribs, root beer floats and fast food -- the tastes of summer. While summertime is about kicking back and having fun, it doesn't have to be a break from eating well. This summer, The Hain Celestial Group is introducing some delicious products that not only taste great but will also help you lead a healthier, happier life.

Consumers are more educated and demanding than ever before when it comes to nutrition - everyone wants better-for-you products without sacrificing taste. The Hain Celestial Group is committed to providing consumers with delicious products that contain natural ingredients and believes that with a little advanced planning, everyone can have their summer fun while still maintaining healthy eating habits.

"Snack foods, particularly those containing partially hydrogenated vegetable oils have recently come under intense scrutiny," said Dr. Nancy Pitman MD. "These oils contain trans fats, which are directly associated with heart disease and LDL cholesterol, the bad cholesterol."

According to the U.S Department of Agriculture, hydrogenated oils are present in about 40% of food on grocery store shelves. Although cookies, popcorn, and chips are some of the biggest carriers of trans fats, The Hain Celestial Group offers many products that do not contain any hydrogenated oils or genetically engineered ingredients.

Eating well in the summertime can be easier than you think. By making small, simple adjustments to your meals, you can cut down on harmful fats and extra calories.

- Even when on the run, its still possible to maintain healthy eating habits. Most fast-food restaurants now offer items for health-conscious customers. McDonald's Restaurants recently introduced a delicious McVeggie Burger (R) in the chain's Los Angeles area restaurants made by Yves Veggie Cuisine. The burger is about 350 calories and contains 8 grams of fat.
- Forgo the trans-fat filled potato chips and opt for all-natural Terra Exotic Vegetable Chips, available in a variety of flavors. These chips contain no artificial flavors, colors, preservatives, or hydrogenated oils and are cholesterol free. And now Terra Exotic Vegetable chips are available at 7-11 stores nationwide.
- When indulging in dessert, skip the ice cream and brownies and reach for fruits or sorbet. Cookie cravers can cut out harmful ingredients by choosing better-for-you products such as Health Valley's new Cookie Cremes. These delicious sandwich cookies are made with organic wheat and contain no hydrogenated oils, no artificial flavors and no genetically engineered ingredients. Cookie Cremes are available in chocolate, double chocolate, vanilla and chocolate mint.
- Drink up! Consuming lots of fluids is a great to ward off unnecessary hunger and keep your body hydrated. This summer try Celestial Seasonings new Cool Brews in flavors like Peach Ice -- a combination of all natural black tea (a well-know antioxidant and anti-inflammatory agent), real peaches, natural peach flavor and other natural ingredients. Celestial Seasonings is also introducing ready-to-drink iced teas available in two green tea and three black tea varieties.
- Add crunchy, colorful vegetables to salads and wraps, such as bell peppers, cucumbers and celery.
- Use whole grains whenever you have the opportunity. Couscous

or bulgur are great for picnic salads; try whole-wheat tortillas or pitas for wraps and sandwiches.

Make healthier eating choices this summer -- your heart and your hips will thank you.

For more information about Hain Celestial Group products, visit www.hain-celestial.com.

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), Hain PureSnax(R), Little Bear(R), Bearitos(R), Harry's(R) , Westbrae Natural(R), Westsoy(R), Arrowhead Mills(R), Health Valley(R), Imagine Foods(R), Breadshop's(R), Casbah(R), Garden of Eatin'(R), Terra Chips(R), Yves Veggie Cuisine(R), DeBoles(R), Earth's Best(R), and Nile Spice(R). 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 website can be found at www.hain-celestial.com.

Note: A photo is available at URL:

<http://www.businesswire.com/cgi-bin/photo.cgi?pw.062403/bb10>

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