



Hain Celestial's Rice Dream Heart Wise(TM) to Contain Cargill CoroWise(TM) Plant Sterols

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Rice Dream Heart Wise(TM): the first rice drink with FDA heart health claim

MELVILLE, N.Y., Dec. 8 /PRNewswire-FirstCall/ -- The Hain Celestial Group (Nasdaq: HAIN), the leading natural and organic food company, today announced that its Rice Dream Heart Wise(TM) drink that begins shipping in December contains Cargill Health & Food Technologies' (H&FT) CoroWise(TM) brand phytosterols.

Rice Dream Heart Wise(TM) drink is a lactose-free and dairy-free beverage that contains the same amount of calcium as whole milk and Cargill H&FT's CoroWise(TM) phytosterols. Rice Dream Heart Wise(TM) drink is the first rice beverage to carry the U.S. Food and Drug Administration's approved heart health claim for phytosterols on its label. CoroWise(TM) phytosterols, when part of a diet low in saturated fat and cholesterol, may help reduce the risk of heart disease by lowering cholesterol levels. The addition of CoroWise(TM) phytosterols also enhances Rice Dream's creamy texture and flavor.

Irwin Simon, Chairman, Chief Executive Officer and President of The Hain Celestial Group, said, "Rice Dream Heart Wise(TM) drink is an exciting extension to Hain Celestial's Rice Dream line of non-dairy beverages because it launches us into the future of functional beverages. Rice Dream has always been a nutritionally excellent alternative to dairy. Now thanks to our ongoing collaboration with Cargill Health & Food Technologies, we can offer consumers a delicious, proactive approach to protecting their cardiovascular system," said Simon. Rice Dream Heart Wise(TM) drink will be on store shelves beginning in December 2003.

"Rice Dream Heart Wise(TM) drink reflects Cargill Health & Food Technologies's commitment to developing great tasting, healthy solutions for our customers," said Ted Ziemann, president of Cargill HF&T. "We are confident that this product meets a compelling consumer need."

About The Hain Celestial Group

The Hain Celestial Group, headquartered in Melville, N.Y., 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, Walnut Acres(R), Hain Pure Foods(R), Westbrae(R), Westsoy(R), Rice Dream(R), Soy Dream(R), Imagine(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), Lima(R), Biomarche(R), Grains Noirs(R), Earth's Best(R), and Nile Spice. 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.

Statements made in this Press Release that are estimates of past or future performance are based on a number of factors, some of which are outside of the Company's control. Statements made in this Press Release that state the intentions, beliefs, expectations or predictions of The Hain Celestial Group and its management for the future are forward-looking statements. It is important to note that actual results could differ materially from those projected in such forward-looking statements. Information concerning factors that could cause actual results to differ materially from those in forward-looking statements is contained from time to time in filings of The Hain Celestial Group with the U.S. Securities and Exchange Commission. Copies of these filings may be obtained by contacting The Hain Celestial Group or the SEC.

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