



Hain Celestial Acquires Non-Dairy Company in Germany

February 25, 2004

MELVILLE, N.Y., Feb. 25 /PRNewswire-FirstCall/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), the leading natural and organic food company, today announced that its Belgian subsidiary has acquired Natumi AG, a German producer of non-dairy beverages and desserts marketed principally to retail channels in Europe. The acquisition adds Natumi's "Milkfree" brand to the Hain Celestial portfolio and gives the Company the ability to produce its own non-dairy beverages and desserts in Europe, meeting the growing demand for non-dairy products.

Irwin D. Simon, Chairman, President and Chief Executive Officer of The Hain Celestial Group said, "We are happy that Natumi is joining our expanding Hain Celestial family in Europe. Natumi will provide us opportunities to meet the increasing demand from European consumers for non-dairy beverages, as we combine our experience in this category with Natumi's excellent products and management. Natumi's modern production facility will provide us with the capability for in-house production of its current Milkfree products, as well as our other non-dairy products that we distribute into the European markets. We welcome the addition of Bruno Fischer, Natumi's founder, to our team in Europe, where he will give us additional non-dairy development expertise that will benefit our entire Company."

The purchase price of the Natumi business was not disclosed, and the anticipated incremental revenue and income are not expected to be material in the coming year.

About The Hain Celestial Group

The Hain Celestial Group, 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, 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), Milkfree(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.

Contacts: Ira Lamel, CFO	David Lilly / Jeremy Fielding
The Hain Celestial Group, Inc.	Kekst and Company
631-730-2200	212-521-4800

SOURCE The Hain Celestial Group, Inc.
02/25/2004

/CONTACT: Ira Lamel, CFO, The Hain Celestial Group, Inc.,
+1-631-730-2200, or David Lilly or Jeremy Fielding of Kekst and Company,
+1-212-521-4800, for The Hain Celestial Group/
/Web site: <http://www.hain-celestial.com> /
(HAIN)

CO: Hain Celestial Group, Inc.; Natumi AG
ST: New York, Germany