



## **Changing the Way the World Eats: The Hain Celestial Group Opens NASDAQ June 24, 2004 and Kicks Off Summer of Healthy Eating!**

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MELVILLE, N.Y., June 23 /PRNewswire-FirstCall/ -- Get a taste for what it's like to change the world, one natural food at a time. The Hain Celestial Group, Inc. is proud to announce that CEO Irwin Simon will open the NASDAQ Stock Market on Thursday, June 24th, 2004 at 9:30 a.m. in New York's Times Square at Broadway and 43rd Street.

Hain Celestial, the country's largest and most respected natural and organic foods company, invites you to celebrate its commitment to changing the way the world eats by meeting the growing demand for great-tasting, nutritious foods from birth through adulthood.

See for yourself why Hain Celestial's family of "better for you" foods are loved by people of all ages as you sample such popular snacks as Health Valley Cookie Bars, Terra Chips and Carb Fit Cheddar Cheese Puffs. These all-natural products are completely free of trans-fats, hydrogenated oils and chemicals and best of all, they're delicious!

Hain Celestial Group's summer of healthy eating continues as it gears up for an exciting partnership between its Earth's Best line of organic baby food and Sesame Street, ensuring that our children make healthy food choices from the start. Hain Celestial also recently announced its entry into the natural health and body care market with its acquisition of JASON Natural Products, Inc.

Mr. Irwin Simon will be available for interviews at the NASDAQ opening. Please contact Dina Napoli at 201-463-8301 for arrangements or for more information.

The Hain-Celestial Group, headquartered in Melville, NY, is a natural, specialty and snack food and body care 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), CarbFit(TM), Westbrae(R), Westsoy(R), Rice Dream(R), Soy Dream(R), Imagine(R), Ethnic Gourmet(R), Rosetto(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), Natumi(R), Milkfree(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 Company's Whole Body Care Division primarily consists of JASON Natural Products. The Hain Celestial Group's website can be found at <http://www.hain-celestial.com>.

For more details on the Hain Celestial Group, please visit our website at <http://www.hain-celestial.com>.

SOURCE The Hain Celestial Group, Inc.

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