



Hain Celestial Takes Whole Grain Cereals to a Higher Level

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Health Valley(R) Introduces Two New Functional Cereals Health Valley, Arrowhead Mills(R) and Breadshop(R) Cereals Provide Whole Grain Natural Goodness

MELVILLE, N.Y., Oct. 7 /PRNewswire-FirstCall/ -- The Hain Celestial Group (Nasdaq: HAIN), a leading natural and organic food and specialty products company, today announced the introduction of two new Health Valley(R) functional cereals -- BoneWise(TM) and ImmuneWise(TM).

Health Valley BoneWise is a nutritious blend of organic whole grain flakes and raspberries, fortified with eight vitamins, calcium, iron and other minerals designed to build and maintain healthy bones. Health Valley ImmuneWise is a nutritious blend of whole grain Os, flakes and blueberries, fortified with Vitamins C and E, Selenium and Celestial Seasonings(R) green tea extract, a good source of antioxidants. ImmuneWise is designed to strengthen and support a healthy immune system. Functional cereals are designed to contribute to the development and maintenance of a healthy body.

Health Valley BoneWise and ImmuneWise are two of the more than 50 cereals under the Health Valley, Arrowhead Mills(R) and Breadshop(R) cereal brands that meet the Food and Drug Administration (FDA) health claim for whole grain foods. The FDA has approved the claim that diets rich in whole grain foods and other plant foods, and low in saturated fat and cholesterol, may reduce the risk of heart disease.

"As one of the nation's leading producers of healthy foods, the recent FDA Health Claim Notification for whole grain foods is not a surprise to us," said Irwin D. Simon, President and Chief Executive Officer, of The Hain Celestial Group. "In fact, many of our products have always been whole grain-based, certified organic, low in fat, naturally sweetened, with no trans fat or cholesterol and are completely free from artificial colors, flavors, preservatives and genetically engineered ingredients. Hain Celestial's Health Valley, Arrowhead Mills and Breadshop cereals are made to the highest standards of purity and quality, providing healthy and great-tasting options for consumers who understand what our parents told us is true: we are what we eat."

Hain Celestial's leading cereals include:

- * Health Valley Organic Oat Bran Flakes and Breadshop Crunchy Oat Bran, both made with soluble fiber for heart health.
- * Health Valley Organic Fiber 7 Flakes made with fiber from seven different organic grains to reduce the risk of heart disease and some cancers.
- * Arrowhead Mills Organic Spelt Flakes made with whole grain spelt, a great source of fiber and other nutrients.

Hain Celestial's Health Valley, Arrowhead Mills and Breadshop cereals are sold in most natural food stores and selected grocery stores.

About The Hain Celestial Group

The Hain Celestial Group, headquartered in Melville, NY, is a leading natural and organic, snack and specialty food and personal care and cleaning products company in North America and Europe. Hain Celestial participates in 13 of the top 15 natural food categories with well-known food brands that include: Celestial Seasonings(R) teas, Walnut Acres Certified Organic(R), Hain Pure Foods(R), Carb Fit(TM), Westbrae Natural(R), WestSoy(R), Rice Dream(R), Soy Dream(R), Imagine(R), Ethnic Gourmet(R), Rosetto(R), Arrowhead Mills(R), Health Valley(R), Breadshop(R), Casbah(R), Garden of Eatin'(R), Terra Chips(R), Yves Veggie Cuisine(R), The Good Dog(R), DeBoles(R), Earth's Best(R), Nile Spice(R) and in Europe, Lima(R), Biomarche(R), Grains Noirs(R), Natumi(R) and Milkfree(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 personal care and cleaning products lines consist of JASON(R) pure, natural and organic products, Shaman Earthly Organics(TM), and in natural cleaning products, Heather's(R). Hain Celestial's corporate website is <http://www.hain-celestial.com>. The Hain Celestial Group, Inc. common stock trades on the NASDAQ(R) Stock Market under the symbol HAIN.

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