



## **The Hain Celestial Group(R) Creates New Soy-Based McVeggie Burger(R) for McDonald's(R) Locations in Manhattan**

October 8, 2004

NEW YORK, Oct. 8 /PRNewswire/ -- The Hain Celestial Group® (Nasdaq: HAIN - News) and McDonald's® have teamed up to bring a new soy-based patty McVeggie Burger® to participating McDonald's stores in Manhattan. The McVeggie Burger is being manufactured exclusively for McDonald's by Yves Veggie Cuisine®, a brand wholly owned by The Hain Celestial Group, and North America's leading producer of fresh meat alternatives.

Cristina Vilella, Director of Marketing for the McDonald's New York Tri- State Area region, said, "Our McDonald's owners and operators are very excited to bring this product to customers in Manhattan. As McDonald's continues to offer new choices that fit our customers' lifestyles, we are happy to provide great-tasting food products that customers have been asking for."

The new McVeggie Burger is a meatless Yves Veggie Cuisine soy-based patty with tangy barbeque sauce, fresh lettuce, tomato, slivered onions and pickles served on a toasted sesame seed bun. At 8 grams of fat and 370 calories, the sandwich is cholesterol free, low in saturated fat and a good source of protein, vitamins and minerals. The McVeggie Burgers are manufactured in the Yves Veggie Cuisine plant in Vancouver, Canada where the company's line of over 30 meat and dairy alternatives are made. The product is a replacement to the existing McVeggie Burger patty that had been offered at New York McDonald's.

"We are delighted to be partnering with McDonald's in the New York region to make the new McVeggie Burger available in Manhattan," said Irwin D. Simon, President and Chief Executive Officer of The Hain Celestial Group. "One of our company's goals is the creation of appealing new products that meet the needs of today's consumers who are increasingly interested in balancing health, good taste and convenience. The McVeggie burger we created with McDonald's is a reflection of that goal."

The new McVeggie Burger will be available to customers in Manhattan stores beginning Oct. 8, 2004.

About McDonald's NY/NJ/CT Tri-State Restaurants:

McDonald's is the world's best-known brand and is the global leader in food service. There are more than 720 McDonald's restaurants, owned by over 200 franchisees, located throughout the New York, New Jersey and Connecticut Tri-State area.

About The Hain Celestial Group:

The Hain Celestial Group, headquartered in Melville, NY, is a natural, specialty and snack food and personal care products 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® teas, Hain Pure Foods®, Westbrae Natural®, Westsoy®, Rice Dream®, Soy Dream®, Imagine®, Walnut Acres®, Arrowhead Mills®, Health Valley®, Breadshop's®, Casbah®, Garden of Eatin®, Terra Chips®, Yves Veggie Cuisine®, The Good Dog®, The Good Slice®, DeBoles®, Earth's Best®, Nile Spice and Lima®, Biomarche®, Grains Noirs®, Natumi® and Milkfree® in Europe. The Company's principal specialty product lines include Hollywood® cooking oils, Estee® sugar-free products, Kineret® kosher foods, Boston Better Snacks®, and Alba Foods®. The Company's Personal Care product line primarily consists of JASON® pure, natural and organic products. The Hain Celestial Group's website can be found at [www.hain-celestial.com](http://www.hain-celestial.com). The Hain Celestial Group, Inc. common stock trades on the NASDAQ® Stock Market under the symbol HAIN.

Source: McDonald's NY, NJ, CT Tri-State Restaurants