



Health Valley(R) Unveils a Brand New Look, New Improved Taste and a Healthy Line-Up of New Products

March 28, 2005

MELVILLE, N.Y., March 28, 2005 /PRNewswire-FirstCall via COMTEX/ -- Health Valley, a leading brand in natural and organic foods from The Hain Celestial Group (Nasdaq: HAIN), gets a healthy update with a brand new look and product improvements in core categories. For over 30 years, Health Valley has been helping people take charge of their health and well-being by making great tasting products that are all natural and 100% nutritious. This month Health Valley unveiled its new contemporary look across its product line of Soups, Cereals, Bars, Cookies and Crackers at the Natural Products Expo, the largest natural products tradeshow in the United States. The vibrant new Health Valley design prominently communicates the brand's commitment to nutrition and commands more attention on the shelf. Look for new Health Valley products in natural food and select grocery stores beginning in June 2005.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050324/NYTH131>

<http://www.newscom.com/cgi-bin/prnh/20050328/HVLOGO>)

According to Irwin Simon, President and Chief Executive Officer of Hain Celestial, "The new Health Valley package design coincides with the roll-out of several new and improved products including Low Fat Bars, Moist and Chewy Bars, Crackers and Soups. These product improvements represent 30% of sales in the total Health Valley line. In addition, Health Valley unveiled a variety of new products that continue the brand's commitment to providing wholesome foods the whole family will love," said Mr. Simon.

Health Valley Extreme Fun for Kids

Extremely fun, and even more important, extremely healthy, new Health Valley Extreme Fun for Kids organic cereals and crackers provide superior nutrition. Specially formulated for six- to twelve-year-olds, Health Valley Extreme Fun for Kids products are made from organic ingredients and are fortified to meet the developmental needs of growing kids.

Health Valley Extreme Fun for Kids cereal is available in crispy, crunchy Chocolate Puffs and vibrantly colored Fruit Flavored Rings. Made with whole grains, Health Valley Extreme Fun for Kids cereals are fortified with seven essential vitamins and minerals including Vitamin C and six B Vitamins. They have a delicious taste kids will love and have up to 40% less sugar than comparable products, which will put an extreme smile on any parent's face. Health Valley Extreme Fun for Kids cereal will be available in 11 ounce boxes with a suggested retail price of \$2.99.

Score one for nutrition with new Health Valley Extreme Fun for Kids sports shaped crackers. Shaped like mini skateboards, soccer balls, footballs and basketballs, these original buttery flavor and cheddar flavor crackers are made with organic ingredients and fortified with nine essential vitamins and minerals. They are an excellent source of six B Vitamins, iron and zinc making every tasty crunch a winning combination. Health Valley Extreme Fun for Kids crackers will be available in 5.3 ounce boxes with a suggested retail price of \$2.69.

Health Valley FiberWise(TM) Cereal

Better-for-you breakfast offerings expand with new Health Valley Organic FiberWise cold cereal. FiberWise is high in insoluble dietary fiber, assisting in digestion and promoting regularity in the body. The cereal is formulated to provide specific functional health benefits like its predecessors: HeartWise(TM) (hot and cold cereals with natural plant sterols offering the most heart healthy benefits of any cereal), BoneWise(TM) (cold cereal with 500 mg of calcium to build and maintain healthy bones) and ImmuneWise(TM) (fortified with Vitamins C and E, Selenium, plus Celestial Seasonings(R) Green Tea extract with 100 mg Catechins, one of the most powerful antioxidants yet discovered to help strengthen the immune system). An organic whole grain medley with flakes, twigs and granola clusters, Health Valley FiberWise has a hearty texture and a delicious taste. Health Valley FiberWise, nutrition for the digestive system, will be available in 12 ounce boxes with a suggested retail price of \$3.99.

Health Valley HeartWise(TM) Bars

Heart health is important any time of day, so Health Valley is extending its line of HeartWise products. New Health Valley HeartWise bars bring the heart health benefits of Health Valley HeartWise hot and cold cereal to the bar category. Health Valley HeartWise bars are formulated with natural plant sterols that meet the requirements for the U.S. Food and Drug Administration heart health claim. When part of a diet low in saturated fat and cholesterol, two daily servings of plant sterols may reduce the risk of heart disease by lowering cholesterol levels. HeartWise Bars are low in fat and a good source of calcium, iron, selenium, zinc, and ten essential vitamins that support heart health. In decadent Chocolate and Wild Berry flavors, each box contains five 1.3 ounce bars and will be available with a suggested retail price of \$3.89.

Health Valley Soups

A leader in the all-natural and organic soup category, Health Valley is strengthening its position with five new offerings that will tempt your taste buds. New Health Valley Cream Soups in Celery, Mushroom and Chicken varieties are made with organic ingredients. These soups are rich and flavorful and perfect to use in your favorite recipes or to eat all by themselves. Health Valley Cream Soups will be available in 15 ounce cans with a suggested retail price of \$2.19.

With new Health Valley Manhattan and New England Clam Chowders you can reminisce about days at the shore. Made with all natural ingredients,

including the freshest clams harvested from the ocean, you'll love the rich flavor of these outstanding new soups. All new Health Valley soups will be available in 15 ounce cans with a suggested retail price of \$2.99.

Select Hain Celestial natural and organic products are available through natural food stores, supermarkets, club stores, mass retailers, drug stores, convenience stores and foodservice. For more information about Health Valley all natural foods, log onto <http://www.healthvalley.com>.

The Hain Celestial Group, Inc.

The Hain Celestial Group, headquartered in Melville, NY, is a leading natural and organic beverage, snack, specialty food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings(R), Terra Chips(R), Garden of Eatin'(R), Health Valley(R), WestSoy(R), Earth's Best(R), Arrowhead Mills(R), Hain Pure Foods(R), Hollywood(R), Walnut Acres Organic(R), Imagine Foods(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Kineret(R), Yves Veggie Cuisine(R), Lima(R), Biomarche(R), Grains Noirs(R), Natumi(R) and JASON(R). For more information, visit <http://www.hain-celestial.com>.

SOURCE The Hain Celestial Group, Inc.

Mary Anthes of The Hain Celestial Group, Inc., +1-631-730-2460,
manthes@hain-celestial.com