



## Earth's Best(R) Sesame Street Healthy Foods Hit the Shelves

04/01/2005

### As Sesame Street's 36th Season Debuts Eating Healthy is as Easy as 1-2-3!

MELVILLE, N.Y., April 1, 2005 /PRNewswire-FirstCall via COMTEX/ -- Earth's Best, the #1 organic baby food in natural food stores and the fastest growing organic grocery brand from The Hain Celestial Group (Nasdaq: HAIN), is proud to be a part of Sesame Workshop's Healthy Habits for Life initiative, a focus of Sesame Street's 36th Season, debuting April 4th 2005. Airing daily on PBS stations nationwide, Sesame Street teaches young children Healthy Habits for Life by promoting the importance of good nutrition and exercise in its newly produced shows. Reinforcing these messages, the Earth's Best line of Sesame Street products provides new nutrient-rich breakfasts and snacks for children, laying the foundation for a lifetime of healthy habits.

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

All Earth's Best Sesame Street products carry the Healthy Habits for Life logo on the package as well as tips for parents and children on how to incorporate healthy practices into everyday life from the child development experts at Sesame Workshop. As a nonprofit, Sesame Workshop puts the proceeds it receives from sales of Sesame Street products right back into its educational projects for children around the world.

Irwin Simon, President and Chief Executive Officer of Hain Celestial commented, "We are excited about working with our friends at Sesame Street on the critical issue of teaching children about good nutrition and exercise early on to create a lifetime of healthy habits." He continued, "Our Earth's Best Sesame Street line offers tasty and nutritious breakfast and snack foods to enjoy with your favorite Sesame Street characters."

The Earth's Best Sesame Street line is specially formulated for growing children, is fortified with over 8 essential vitamins and minerals including calcium, iron and zinc and is low in fat and sugar and contains no hydrogenated oil.

The Earth's Best Sesame Street line includes:

Organic On-the-Go O's Cereal (10 ounce box) -- available in Apple Cinnamon and Honey Nut

Organic Yummy Tummy Instant Oatmeal (10 - 1.5 ounce pouches per box) -- available in Maple & Brown Sugar and Apples & Cinnamon

Organic Letter of the Day Cookies (5.3 ounce box) -- available in Oatmeal Cinnamon and Very Vanilla

Crunchin' Crackers (5.3 ounce box) -- available in Original and Cheddar

Sunny Days Snack Bars (8 - .67 oz bars per box) -- available in Apple and Strawberry

Just like all Earth's Best products, Earth's Best Sesame Street products are made with organic ingredients (grown in soil without harmful pesticides), have no artificial flavors, colors or preservatives and are made without genetically engineered ingredients. All Earth's Best Sesame Street products are also kosher certified.

Retail outlets that carry the Earth's Best Sesame Street line include Whole Foods and Wild Oats and other natural foods retailers as well as Kroger, Fry's, Fred Meyers, King Soopers, Hannaford, Shaws, Wegman's, Meijers, King Kullen, Stop & Shop, Smiths, Cub and select Babies "R" Us, Toys "R" Us and Wal-Mart stores. The products are available in the Toddler Foods section, Natural Foods section, or Breakfast and Snack sections of your grocery store. For more information about Earth's Best Sesame Street line and our other wholesome organic products, log onto <http://www.earthsbest.com> .

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About The Hain Celestial Group:

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

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