The Hain Celestial Group Announces Earth’s Best® Sponsorship of Sesame Street

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Melville, NY, January 12, 2006—The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading natural and organic food and personal care products company, today announced the expansion of its relationship with Sesame Workshop, the nonprofit educational organization, and its Healthy Habits for Life™ initiative with the kick off its Earth's Best® corporate sponsorship of Sesame Street® on PBS Kids.

Irwin Simon, President and Chief Executive Officer of The Hain Celestial Group commented, “Our Earth's Best organic brand of baby and toddler products is proud to be a sponsor of Sesame Street and Sesame Workshop's exemplary children's educational programming. We applaud the Workshop in their efforts to go beyond ABC's and 123's to teach children healthy eating habits to last a lifetime. Our mission of introducing the world to A Healthy Way of Life™ starts with improving the health of our nation's children.”

The Earth's Best 15-second spot will air January through March nationally, and from April through December in major markets including: New York, Denver, Boston, Los Angeles, San Francisco, San Diego and Philadelphia. The Earth's Best spot was created to entertain children with a child's magical journey into a whimsical fantasy garden of fruits and vegetables, while reinforcing the message that healthy eating habits for life is the Earth's Best Way to Grow.

The Earth's Best Sesame Street line of fun foods provides wholesome vitamin fortified breakfast and snack products and features Organic On-the-Go O's Cereal and Organic Yummy Tummy Instant Oatmeal, Organic Letter of the Day Cookies, Crunchin' Crackers, Sunny Days Snack Bars and new Organic Crunchin' Grahams, all made with whole grains and fortified with eight or more essential vitamins and minerals including calcium, iron, zinc and B vitamins. The Earth's Best difference includes no genetically engineered ingredients, hydrogenated oils or trans fats, artificial flavors, colors or preservatives.

About Sesame Workshop

Sesame Workshop is a nonprofit educational organization making a meaningful difference in children's lives around the world. Founded in 1968, the Workshop changed television forever with the legendary Sesame Street. Today, the Workshop continues to innovate on behalf of children in 120 countries, using its proprietary research methodology to ensure its programs and products are engaging and enriching. Sesame Workshop is behind award-winning programs like Dragon Tales and Sagwa, The Chinese Siamese Cat, Pinky Dinky Doo and ground breaking multimedia productions in South Africa, Egypt and Russia. As a nonprofit, Sesame Workshop puts the proceeds it receives from sales of Sesame Street, Dragon Tales and Sagwa products right back into its educational projects for children around the world. Find the Workshop online at www.sesameworkshop.org.

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic 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®, Terra Chips®, Garden of Eatin'®, Health Valley®, WestSoy®, Earth's Best®, Arrowhead Mills®, DeBoles®, Hain Pure Foods®, Raised Right®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic™, Imagine Foods®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Lima®, Biomarché™, Grains Noirs®, Natumi®, JASON® and Zia® Natural Skincare. For more information, visit www.hain-celestial.com.

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