



Hain Celestial Introduces Delicious New Snacks From Terra(R) and Garden of Eatin'(R)

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Terra Unveils Parsnip Chips and New Unsalted Potato Chips in Three Flavors Garden of Eatin' Debuts Organic Brown Sugar and Cinnamon Pita Chips and Organic Cheddar Cheese Puffs and Crunchitos

MELVILLE, N.Y., March 29, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN) today announced several new tasty and innovative snack products from Terra(R) and Garden of Eatin'(R). Recently introduced at the Natural Products Expo, the largest natural products trade show in the United States, these snacks products are expected to be in stores this summer.

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

"We continue to be the innovator in the natural and organic product sector while continuing to meet consumer demand for great tasting, healthy snacks," commented Irwin Simon, President and Chief Executive Officer of Hain Celestial. "As a category leader, we're the first company to offer unsalted, seasoned potato chips and cheese snacks made with organic cheddar cheese."

Terra, a pioneer in new varieties of potato and vegetable chips, introduces Terra Parsnip Chips. Slightly sweet with a hint of salt, these golden chips are French-cut for light and crispy snacking.

Terra Unsalted Potato Chips, kettle cooked with 90% less sodium than regular potato chips, are the first line of all natural seasoned, unsalted potato chips. These savory, zesty chips are available in three flavors-the basic, Au Naturel Potato Chips, Unsalted Hickory BBQ Potato Chips and Lemon Pepper Potato Chips.

Garden of Eatin' adds to its organic, savory pita chip offerings -- Sea Salt, Greek Isle and Asian Spice -- with its newest flavor, Brown Sugar and Cinnamon Pita Chips, made with brown sugar and Indonesian cinnamon.

For cheese lovers, Garden of Eatin' expands its line of organic snacks with its first organic cheese snacks-Cheddar Cheese Puffs and Cheddar Cheese Crunchitos -- baked with organic corn and seasoned with organic cheddar cheese. Crunchitos have 30% less fat than other leading brands.

Like all our snacks, these are all natural, kosher-certified, made with no genetically engineered ingredients, have no trans fat and no hydrogenated oils.

You can count on Terra and Garden of Eatin' to make your snacking A Healthy Way of Life(TM).

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(R), Terra Chips(R), Garden of Eatin'(R), Health Valley(R), WestSoy(R), Earth's Best(R), Arrowhead Mills(R), DeBoles(R), Hain Pure Foods(R), Raised Right(TM), Hollywood(R), Spectrum Naturals(R), Spectrum Essentials(R), Walnut Acres Organic(TM), Imagine Foods(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Lima(R), Biomarche(TM), Grains Noirs(R), Natumi(R), JASON(R), Zia(R) Natural Skincare, Queen Helene(R), Batherapy(R) and Foottherapy(R). For more information, visit <http://www.hain-celestial.com>.

SOURCE The Hain Celestial Group, Inc.

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