



## Hain Celestial Announces Gluten Free Product Initiative

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### Over 100 Gluten Free Products Throughout Six Brands

MELVILLE, N.Y., Mar 30, 2007 (PrimeNewswire via COMTEX News Network) -- The Hain Celestial Group, Inc., (Nasdaq:HAIN) a leading natural and organic food and personal care products company, proudly affirms its long standing commitment to providing all consumers, including those with gluten sensitivities, with A Healthy Way of Life(tm) through its new multi-brand Gluten Free Product Initiative.

With more than 100 gluten free products spanning its Arrowhead Mills(r), DeBoles(r), Imagine(r), Rice Dream(r), Soy Dream(r) and Hain Pure Foods(r) brands and products ranging from piping hot pancakes to cool, creamy non-dairy frozen desserts, Hain Celestial satisfies gluten free palates for every meal or snacking occasion.

As part of its Gluten Free initiative, Hain Celestial has developed a corporate gluten free logo that will be placed on gluten free products in addition to specific product labeling as "Gluten Free" or "Wheat Free". According to The Celiac Disease Foundation, gluten intolerance affects 1 in every 133 people in the United States.

Hain Celestial offers over 100 gluten free products through various brands:

- Arrowhead Mills(r) -- cereals, flours, baking mixes, nut butters, beans, grains, seeds and rice
- Imagine(r) -- soups, broths and seafood bisques
- Rice Dream(r) -- non-dairy beverages
- Rice Dream and Soy Dream(r) -- frozen desserts
- DeBoles(r) -- rice and corn-flour wheat-free pasta
- Hain Pure Foods(r) -- baking powder

Look for gluten free products from Hain Celestial in Natural Foods Stores and the natural food aisles of select grocery stores.

#### 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(r), Garden of Eatin'(r), Health Valley(r), WestSoy(r), Earth's Best(r), Arrowhead Mills(r), DeBoles(r), Hain Pure Foods(r), FreeBird, Hollywood(r), Spectrum Naturals(r), Spectrum Essentials(r), Walnut Acres Organic(tm), Imagine Foods(tm), Rice Dream(r), Soy Dream(r), Rosetto(r), Ethnic Gourmet(r), Yves Veggie Cuisine(r), Linda McCartney(r), Realeat(r), Lima(r), Grains Noirs(r), Natumi(r), JASON(r), Zia(r) Natural Skincare, Avalon Organics(r), Alba Botanica(r) and Queen Helene(r). For more information, visit [www.hain-celestial.com](http://www.hain-celestial.com).

The Hain Celestial Group logo is available at <http://www.primenewswire.com/newsroom/prs/?pkgid=3526>

The Hain Celestial Group Gluten Free logo is available at <http://www.primenewswire.com/newsroom/prs/?pkgid=3527>

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SOURCE: Hain Celestial Group, Inc.

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