



Hain Pure Protein Corporation Announces the Acquisition of Turkey Operations From Pilgrim's Pride Corporation

March 10, 2008

Expands Presence in Fresh Poultry; Forms New Oxford Foods, LLC
and Names New Management Team for Business

MELVILLE, N.Y., March 10 /PRNewswire-FirstCall/ -- Hain Pure Protein Corporation, a joint venture between Pegasus Capital Advisors, L.P., with a 49.9% minority interest, and The Hain Celestial Group, Inc. (Nasdaq: HAIN), with a 50.1% controlling interest, today announced the acquisition of the turkey production facility and distribution center of Pilgrim's Pride Corporation (NYSE: PPC) in New Oxford, Pennsylvania, by its newly formed wholly-owned subsidiary, New Oxford Foods, LLC.

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

"This strategic investment positions Hain Pure Protein at the forefront of the natural and organic sector of the poultry industry and gives us capabilities to expand our offerings of branded, premium products. As the facility immediately begins to transition to antibiotic-free, adding New Oxford Foods to existing brands Plainville Farms(R) and FreeBird(TM) Chicken gives Hain Pure Protein additional scale with the capacity to meet increasing volume demands and for value-added all natural, antibiotic-free chicken and turkey products," said Irwin D. Simon, President and Chief Executive Officer of Hain Celestial.

"We entered the category in order to establish a consistent source for high quality natural and organic antibiotic-free poultry as ingredients in our branded food products," continued Irwin Simon. "After nearly three successful years, we have vertically integrated while there has been exceptional growth in the category, and we are excited about the demand for healthful turkey and chicken products in response to consumer concerns about beef and pork. We continuously seek innovative products to satisfy consumers who want to eat healthier products and are very pleased with the response to Hain Pure Protein."

New Oxford Foods will become part of the Hain Pure Protein reporting unit, which is consolidated into the results of Hain Celestial. Hain Celestial expects that the addition of New Oxford Foods will be accretive to earnings in its fiscal 2009 year. Terms of the acquisition, which closed today, were not disclosed.

Hain Pure Protein Names New Management Team

Hain Pure Protein will be led by a strong industry experienced management team including David A. Wiggins, who has served as an Operating Advisor to Pegasus Capital Advisors and was formerly Chief Executive Officer of Empire Kosher Poultry, Inc., and Vice President of Operations of Butterball Turkey Company, who will report to Irwin D. Simon. David A. Wiggins will be joined by James C. Reed as Chief Operating Officer; Robert Lampo as Chief Financial Officer; Joseph A. DePippo as Executive Vice President of Retail Sales; William E. Jenkins as Executive Vice President of Sales and Marketing; and Roxanne C. Parmele as Vice President of Human Resources.

"New Oxford Foods, which today is a private label conventional turkey provider, will convert its operations to provide natural, antibiotic-free turkey to capitalize on the short supply of antibiotic-free turkey," said David A. Wiggins, Chairman and Chief Executive Officer of Hain Pure Protein.

"Additionally, New Oxford Foods will supply Hain Pure Protein's Plainville operations with product to meet the increasing consumer demand to meet its current needs and to support added growth. New Oxford Foods will also add higher margin items to its product offerings such as tray pack and other value-added products."

Hain Pure Protein Corporation was formed in July 2005 to establish FreeBird Chicken, which specializes in natural, organic and antibiotic-free chickens. In August 2007 Hain Pure Protein acquired Plainville Turkey Farm, Inc., a leading supplier of natural and antibiotic-free whole turkeys and deli turkey products in the Northeast and Mid-Atlantic.

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), MaraNatha(R) SunSpire(R), DeBoles(R), Hain Pure Foods(R), FreeBird(TM), Plainville Farms(R), Hollywood(R), Spectrum Naturals(R), Spectrum Essentials(R), Walnut Acres Organic(R), Imagine(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Granose(R), Realeat(R), Linda McCartney(R), Lima(R), Grains Noirs(R), Natumi(R), JASON(R), Zia(R) Natural Skincare, Avalon Organics(R), Alba Botanica(R), Queen Helene(R), Tushies(R) and TenderCare(R). Hain Celestial has been providing "A Healthy Way of Life" since 1993. For more information, visit www.hain-celestial.com.

Pegasus Capital Advisors

Pegasus Capital Advisors, L.P. is a private equity fund manager with offices in New York and Cos Cob, CT. Founded in 1995, Pegasus provides capital to middle market companies across a wide range of industries, and has particular interest in businesses that make a meaningful contribution to society by positively affecting the environment, contributing to sustainability and enabling healthy living. For more information, visit www.pcalp.com.

Safe Harbor Statement

This press release contains forward-looking statements within and constitutes a "Safe Harbor" statement under the Private Securities Litigation Act of 1995. Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements that involve known and unknown risks and uncertainties, which could cause our actual results to differ materially from those described in the forward- looking statements. These risks include but are not limited to general economic and business conditions; our ability to implement our business and acquisition strategy; our ability to effectively integrate our acquisitions; competition; availability and retention of key personnel; our reliance on third party distributors, manufacturers and suppliers; changes in customer preferences; international sales and operations; the results of the SEC's inquiry into our stock option practices; changes in, or the failure to comply with, government regulations; and other risks detailed from time-to-time in the Company's reports filed with the SEC, including the annual report on Form 10-K, for the fiscal year ended June 30, 2007. As a result of the foregoing and other factors, no assurance can be given as to future results, levels of activity and achievements and neither the Company nor any person assumes responsibility for the accuracy and completeness of these statements.

SOURCE The Hain Celestial Group

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