



Hain Celestial Announces Agreement With Martha Stewart Living Omnimedia, Inc. to Introduce Exclusive New Martha Stewart-Branded 'Green' Home Cleaning Solutions

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MELVILLE, N.Y., Feb 04, 2009 /PRNewswire-FirstCall via COMTEX/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading natural and organic products company, today announced a license agreement with Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) to offer a new Martha Stewart-branded line of natural home cleaning solutions.

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

In collaboration with the Martha Stewart design team, Hain Celestial will develop the products for this line, which are planned to be primarily derived from plants and minerals to create a clean and natural home and workplace environment.

Martha Stewart, MSLO's Founder said, "As the author of the bestselling Homekeeping Handbook, an encyclopedia of information for the homemaker, I care intensely about non-invasive and environmentally sound products for the home. I am pleased to be working with The Hain Celestial Group to create a new line of non-toxic, 'green' Martha Stewart-branded home cleaning solutions. The products will be sensibly and attractively packaged with useful homekeeping tips and instructions to ensure that consumers can clean their home safely and effectively, without harming family members or pets."

"Martha Stewart Living Omnimedia is a recognized leader in providing consumers with products that address their lifestyles. Hain Celestial is known as helping consumers to lead A Healthy Way of Life(TM). This is an ideal partnership, with our two companies enabling more consumers to maintain a clean home and workplace with products that are environmentally-friendly and in balance with nature," said Irwin D. Simon, President and Chief Executive Officer of Hain Celestial. "We're excited about offering a new line of green home cleaning solutions under the Martha Stewart brand name, and extending our presence in the natural and organic market to household products. Green cleaning is a growing category, which further strengthens our portfolio and reflects our commitment to sustainable products. We anticipate that this may present opportunities for new distribution channels, and we look forward to working with MSLO on these products as the cornerstone of future development projects." concluded Irwin Simon.

MSLO Executive Chairman Charles Koppelman added: "We're excited to team with The Hain Celestial Group to develop the first in what we hope will be a broad program of Martha Stewart-branded household products. Hain Celestial is a leader in natural and organic food and personal care products, and Martha Stewart is synonymous with high-quality products for the home. We look forward to a strong and successful collaboration that will benefit both companies and consumers."

Robin Marino, MSLO President of Merchandising and Co-Chief Executive Officer, said: "Our exciting new program with Hain Celestial is an extension of MSLO's ongoing strategy to diversify and expand our business. Our continuing goal is to provide consumers with Martha Stewart-branded products that they want and need wherever they shop."

Martha Stewart Living Omnimedia

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, Martha Stewart Living, periodic special issues and books. The marthastewart.com website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization, as well as wedding-planning tools powered by WeddingWire. The Broadcasting segment produces such programming as the Emmy-winning daily, nationally syndicated television series, "The Martha Stewart Show," and Martha Stewart Living Radio on SIRIUS channel 112 and XM Radio 157. In addition to its media properties, MSLO offers high-quality Martha Stewart products through licensing agreements with carefully selected companies, including the Martha Stewart Collection exclusively at Macy's, Martha Stewart Everyday at Kmart, Martha Stewart Crafts with EK Success at Wal-Mart, Michaels and independent retailers, Martha Stewart for 1-800-Flowers.com and a co-branded food line with Costco. In 2008, Emeril Lagasse joined the Martha Stewart family of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit www.marthastewart.com.

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), Daily Bread(TM), 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(TM)" since 1993. For more information, visit www.hain-celestial.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; escalating fuel and commodity costs; the resolution of the SEC inquiry and litigation regarding 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, 2008. 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, Inc.; Martha Stewart Living Omnimedia, Inc.

<http://www.hain-celestial.com>