



Celestial Seasonings(R) 40th Anniversary Celebration Brings Together Brand's Past, Present and Future

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Natural foods pioneer marks its beginnings with a memorable gathering

BOULDER, Colo., Sept. 17 /PRNewswire/ -- This week Celestial Seasonings(R), the leader in Specialty Tea since 1969, celebrated 40 years of its unique and enduring spirit with an Anniversary Party at its Boulder, Colorado headquarters. A crowd of nearly 400 attendees recounted the brand's beginnings and inspiring evolution culminating in a time capsule ceremony presided over by an esteemed group of Celestial Seasonings pioneers and today's leaders.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080908/NYM036LOGO>)

"Our 40th Anniversary party was an incredible mingling of past, present and future," said Peter Burns, General Manager of Celestial Seasonings. "Our founders and former employees were reassured that their labor of love is still in good hands, while current employees were reminded of the unique responsibility they have to uphold the brand's founding values of truth, beauty, quality and goodness as look to the future."

The evening's highlights were the dedication of a time capsule to be opened in 2049 that preserves four decades of the brand's proud history and unique spirit for future generations and a special 40th Anniversary herbal tea developed exclusively for this celebration. This loose leaf blend, packaged in muslin bags was designed to resemble the brand's very first product offerings. The time capsule ceremony featured heartfelt reminiscences from Celestial Seasonings founder Mo Siegel, current General Manager Peter Burns, and a group of nearly a dozen employees who have each been with the brand for more than 30 years. Noteworthy contributions to the time capsule included the millionth case of Celestial Seasonings tea produced and a historical set of herbal reference volumes.

"As a legacy brand, Celestial Seasoning is widely recognized for its pioneering contributions to the natural and organic industry, where it remains focused on its original mission: to provide good health, great taste and innovative variety while maintaining a commitment to social and environmental responsibility," commented Irwin D. Simon, President and Chief Executive Officer of The Hain Celestial Group, Inc.

Having started in the Rocky Mountains of Colorado, today Celestial Seasonings sources its botanicals from 35 different countries, and as a brand with global reach its tea blends are sold in more than 60 countries.

Celestial Seasonings

Celestial Seasonings, a brand of The Hain Celestial Group, creates delicious, all-natural specialty teas that offer a variety of extraordinary tea-drinking experiences. Each of the more than 90 flavors is expertly crafted using only the highest quality 100 percent natural herbs, teas, spices and fruits to produce fresh, delicious tea. For 40 years, Celestial Seasonings has blended unique and healthful herb, green, white, black, red, organic, Chai and wellness teas, each adorned with beautiful imagery and inspiring words and designed to delight your palate, nourish your body and feed your mind and spirit. For more information, visit www.celestialseasonings.com.

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in almost all natural 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), 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.

SOURCE The Hain Celestial Group, Inc.

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