



## Earth's Best(R) Celebrates Its 25th Birthday by Ringing the Nasdaq Stock Market Opening Bell

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**Hain Celestial's Organic Baby Food Pioneer Commemorates a Quarter Century of Nurturing Babies the Purest Way**  
MELVILLE, N.Y., Jan 11, 2010 /PRNewswire via COMTEX/ -- Earth's Best(R), the first complete line of organic infant foods, will commence the celebration of its 25th birthday on January 12, 2010 as Irwin D. Simon, President and Chief Executive Officer of The Hain Celestial Group, Inc., (Nasdaq: HAIN) and parent company of Earth's Best, rings The Nasdaq Stock Market Opening Bell at 9:30 AM. This event will kick off a year-long celebration of the brand's heritage of nurturing babies the purest way.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20091005/NY86915LOGO> )

Based on a desire to keep potentially harmful pesticides out of the earth and children's food supply, Earth's Best was founded in 1985. For 25 years the brand has been dedicated to providing babies with pure, simple products made with organic ingredients ensuring that future generations have healthy food to eat and a healthy world to grow up in. Taking this commitment to heart, over the years Earth's Best has grown to be a leader and constant innovator, making it the gold standard for parents and caregivers who seek products that are better for their babies and for the environment. The line expanded to include organic infant formula and toddler foods, TenderCare(R) Chlorine-Free Diapers and Wipes and baby body care products made with organic ingredients.

"From the very start, Earth's Best has been a pioneer and advocate for babies, bringing organic food to market at a time when parents struggled to find the purest choices for their child's nutrition and well-being," said Irwin D. Simon. "We are proud that our product line expansion includes so many healthful options for parents of infants and toddlers, both in food and personal care products, with Earth's Best providing them with better-for-you quality products for the past 25 years and for generations to come."

### Celebrating in Style

Kicking off its 25th year, Earth's Best has a variety of initiatives planned to celebrate the milestone. On January 5th, Earth's Best re-launched its popular web site, [www.earthsbest.com](http://www.earthsbest.com), to create an even more robust information center for parents and caregivers. Along with information about products, the new site includes helpful information from pediatricians and nutritionists, a downloadable feeding guide to help navigate all stages of early nutrition, plus special offers and coupons.

Earth's Best is also ringing in the new year with a special promotion on the newly launched site - the "Earth's Best Wishes" page. As Earth's Best's greatest "wish" is to provide babies with pure, simple, organic foods to grow up on, the brand is inviting parents and grandparents to share their own wishes for their baby's future. Wishes will be shared with the online community and all wishes will be entered into a sweepstakes where one lucky child will win a \$25,000 savings bond. All entrants will also be mailed coupons an array of Earth's Best products.

"For 25 years Earth's Best has been committed to nurturing children with the healthiest ingredients and products. Our Wishes campaign is a way to bring our growing community together to celebrate the babies that inspire us every day," said Kimberley Bremer, Senior Director of Infant Feeding at Hain Celestial. "Our 25th birthday year is an opportunity to celebrate with the millions of babies who grew up on Earth's Best and a new, future generation of healthy babies."

Early in 2010 Earth's Best will also expand its line into the home cleaning category with the introduction of its environmentally friendly **Baby Laundry Detergent**, which is hypo-allergenic and specially formulated for baby's extra sensitive skin. One hundred percent natural, it is derived from plants and minerals with super stain-fighting power to work hard against protein stains. In addition, 100% natural **Earth's Best All-Purpose Nursery Wipes**, made with herbal oils, lavender and lemongrass, will help parents and caregivers keep cribs, strollers, car seats and nurseries clean for babies.

### Why Organic?

Pound for pound, babies consume two to four times more fruits and vegetables than adults and are exposed to a higher proportion of contaminants. Organic ingredients like those used in Earth's Best products are grown in soil not treated with harmful synthetic herbicides, pesticides, chemical fertilizers or sewage sludge. No genetically engineered ingredients are used.

"By selecting organic products from Earth's Best, parents can be confident their baby's utmost nutrition needs are taken care of right from the start," concluded Kim Bremer.

### About 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 many natural categories with well-known brands that include Celestial Seasonings(R), Earth's Best(R), Terra(R), Garden of Eatin'(R), Health Valley(R), Arrowhead Mills(R), MaraNatha(R), SunSpire(R), DeBoles(R), Gluten Free Cafe(TM), 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), WestSoy(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](http://www.hain-celestial.com).

SOURCE The Hain Celestial Group, Inc.