



## Hain Celestial Supports the National Salt Reduction Initiative

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### Leading Natural and Organic Products Company Confirms its Commitment on Nutrition

MELVILLE, N.Y., April 20, 2010 /PRNewswire via COMTEX/ --The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading natural and organic products company in North America and Europe, today announced its support for the "National Sodium Reduction Initiative" led by the New York City Department of Health and Mental Hygiene, Chronic Disease Prevention and Control.

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

"Hain Celestial has always been an advocate for healthy eating as part of our mission to support 'A Healthy Way of Life(TM)' for consumers," stated Irwin D. Simon, President and Chief Executive Officer of Hain Celestial. "We have long marketed over 300 products, which meet established reduced- and low-sodium labeling standards, and we have been working to further reduce sodium across our portfolio of brands without compromising taste," he continued.

Hain Celestial was an early adopter of no trans-fat and no artificial ingredient practices and has always recognized that reducing sodium is an important part of healthy eating. In 2008, Hain Celestial, among other companies, was invited to join the campaign spearheaded by the New York City Department of Health "to combat high blood pressure, heart attacks and strokes by voluntarily reducing the sodium in the U.S. food supply," and the Company readily committed to active participation. "Now that standards are going to be published after months of collective work, we can readily state that the standards meet our expectations and we are pleased to support them completely," Irwin Simon concluded.

#### 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), Almond Dream(R), Rice Dream(R), Soy Dream(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), TenderCare(R) and Martha Stewart Clean(TM). 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.