



## As Kids Head Back to School, Hain Celestial Rewards Families for Healthy Food and Fitness Choices

August 3, 2010

MELVILLE, N.Y., Aug 03, 2010 /PRNewswire via COMTEX/ --

The Hain Celestial Group, Inc. (Nasdaq: HAIN) ("Hain Celestial"), a leading natural and organic products company providing consumers with A Healthy Way of Life(TM), is promoting family health, fitness and togetherness this back-to-school season with two rewarding offerings August 1st through September 30th, 2010. The Family Fitness Fun Challenge, located at [www.TakeaHealthyBite.com](http://www.TakeaHealthyBite.com), rewards families for their commitment to fitness with savings on natural and organic Hain Celestial products. Additionally, families can send in register receipts from their purchases of Hain Celestial products to receive Sports Authority(R) Gift Cards for use in purchasing sporting equipment and athletic gear that will help enable families to get fit.

(Logo: <http://photos.prnewswire.com/prnh/20050324/NYTH131> )

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

"The goal is to get children active and address the issue of childhood obesity by providing families the support they need -- healthful, wholesome foods and ideas and motivation for physical activity," said Maureen Putman, Chief Marketing Officer, Grocery and Snacks. "Parents can count on Hain Celestial's extensive offering of natural and organic foods and beverages to provide the variety, nutrition and flavors that they value."

The Family Fitness Fun Challenge, at [www.TakeaHealthyBite.com](http://www.TakeaHealthyBite.com), invites families to eat right and exercise together for a chance to receive high value coupons for Hain Celestial products. Families register and log total hours spent participating in fitness and outdoor activities for the opportunity to print product coupons. Activity, meal and snack ideas are provided on the website to help parents in their quest for better family health.

Hain Celestial will also reward certain healthy, wholesome food and beverage purchases with free Sports Authority(R) Gift Cards. After purchasing \$10 or more in participating products, consumers can complete and mail in a redemption form available on specially marked packages of Hain Celestial products and online at [www.TakeaHealthyBite.com](http://www.TakeaHealthyBite.com). By sending in their register receipts totaling \$10 from participating Hain Celestial products, they will receive a \$5 gift card; by sending in \$20 or more in receipts they will receive a \$10 gift card. Consumers will also receive more than \$5 in coupons for participating brands, which include Garden of Eatin'(R) snacks, Soy Dream(R) and Almond Dream(R) non-dairy beverages, Health Valley Organic(R) cereals and bars, MaraNatha(R) nut butters and Earth's Best(R) Sesame Street(R), Earth's Best Tots(R) and Earth's Best Kidz(R) products and frozen foods.

With a variety of natural and organic foods, Hain Celestial enables parents to provide their children with wholesome nutrition, and variety and flavor for convenient meal and snack options they can feel good about, and the whole family can enjoy.

For more information on the Hain Celestial Family Fitness Fun Challenge and gift card offer, visit [www.TakeaHealthyBite.com](http://www.TakeaHealthyBite.com). For more information on Hain Celestial or the latest natural and organic product, visit [www.hain-celestial.com](http://www.hain-celestial.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 many natural categories with well-known brands that include Celestial Seasonings(R), Earth's Best(R), Terra(R), Garden of Eatin'(R), Sensible Portions(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), WestSoy(R), Greek Gods(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), 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.