



## Crispy, Crunchy and Blue, TERRA Blues(R) Potato Chips Help Snack Lovers Celebrate National Potato Chip Day in a Unique Way

March 10, 2011

### TERRA(R) Chips and JetBlue Airways launch the Blue Chip Getaways Sweepstakes Offering the Ultimate Turks and Caicos Vacation and More

MELVILLE, N.Y., March 10, 2011 /PRNewswire via COMTEX/ -- **TERRA Blues(R)** Potato Chips, with their distinct blue color and nutty flavor, are a perfectly unique way for chip lovers to celebrate the crispiest, crunchiest, tastiest thing to happen to the potato on National Potato Chip Day, March 14, 2011. To give back to chip lovers on this special day and beyond, **TERRA(R)** Chips along with its partner JetBlue Airways is offering a chance to win the ultimate Turks and Caicos vacation with the Blue Chip Getaways Sweepstakes.

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One grand prize winner will receive a four-day/three-night Luxury Included(R) Vacation at Beaches Turks & Caicos Resort Villages & Spa for two adults and two children along with roundtrip travel for four to Providenciales International Airport, JetBlue's newest destination. The Blue Chip Getaways Sweepstakes also features 10 first prizes of a pair of round-trip flight certificates to any of JetBlue's 64 cities in its route network and 100 second prizes of a case of free TERRA Chips product. The first 50,000 people to enter the sweepstakes at <http://www.terrachips.com/> receive a special e-mail with a unique offer code for five percent off the purchase of their next JetBlue flight.

"At **TERRA** Chips, we pride ourselves in providing deliciously different ways for people to enjoy their favorite snack on National Potato Chip Day and every day," said Kim Bremer, Senior Director Marketing, Snacks, for The Hain Celestial Group, Inc. "The Blue Chip Getaways Sweepstakes is the latest example of how we and our partners at JetBlue Airways work together to provide our loyal consumers with exciting opportunities to enjoy both brands."

**TERRA Blues**, the official snack of JetBlue for the last 11 years, get their bluish-purple color from natural blue potatoes. They also feature a slightly nutty flavor; and because they are vacuum fried they have 40 percent less fat than other leading brands of potato chips (6 grams versus 10 grams of total fat in a 1-ounce serving). The vast majority of the blue potatoes used to make **TERRA Blues** are grown on a family farm in Northern Maine - LaJoie Growers. Hain Celestial purchases approximately 3 million pounds of blue potatoes from the LaJoie family annually to make **TERRA Blues**.

"**TERRA Blues** have been a customer-favorite and JetBlue's official snack since we took to the skies in 2000," said Tara Carson, manager of national promotions for JetBlue Airways. "Together we have elevated the association of two valuable brands while increasing distribution from 250,000 to more than 5 million bags of chips annually. This exposure has greatly contributed to the growth of the LaJoie family farm, and we take great pride in this 'farm to tray table' promotion of the locally-grown blue potato crop. JetBlue continues to offer unlimited, free snacks and drinks on every flight, and we are excited to celebrate National Potato Chip Day with our customers this year with the Blue Chip Getaways Sweepstakes."

The Blue Chip Getaways Sweepstakes will be promoted through on-pack stickers on **TERRA** Chips, a national newspaper coupon insert and the **TERRA** Chips and JetBlue websites and Facebook pages as well as coupons distributed on JetBlue flights and JetBlue seatback monitors.

The sweepstakes runs through May 31, 2011. There is no purchase necessary to enter and entrants must be 21 years or older and a legal resident of the 48 contiguous United States. Official rules can be found [here](#).

For more information on the Blue Chip Getaways Sweepstakes and **TERRA** Chips, visit the brand's website at <http://www.terrachips.com/> and Facebook page at [www.facebook.com/terrachips](http://www.facebook.com/terrachips).

#### About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the sixth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue offers the most legroom in coach of any U.S. airline (based on average fleet-wide seat pitch) and super-spacious Even More Legroom seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit [http://us.lrd.yahoo.com/SIG=1134f7jc/\\*\\*http%3A/www.jetblue.com/promise](http://us.lrd.yahoo.com/SIG=1134f7jc/**http%3A/www.jetblue.com/promise) for details. JetBlue serves 64 cities with more than 600 daily flights. Later this year JetBlue plans to introduce service to Anchorage, Alaska and Martha's Vineyard, Massachusetts. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information call +1 800 538 2583 from the U.S.A., TTY/TDD +1 800 336 5530, or visit <http://www.jetblue.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), The Greek Gods(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Granose(R), Realeat(R), Linda McCartney(R), Daily Bread(TM), Lima(R), Danival(R), GG UniqueFiber(TM),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 <http://www.hain-celestial.com/>.

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