



Hain Celestial Announces New Product Offerings

March 22, 2011

Over 50 New and Improved Products Launched at Natural Products Expo West

MELVILLE, N.Y., March 22, 2011 /PRNewswire via COMTEX/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading natural and organic products company providing consumers with **A Healthy Way of Life(TM)**, announced the introduction of over 50 new and improved products at the Natural Products Expo West earlier this month.

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

"With a record number of attendees evidencing the renewed growth of the natural and organic products industry, we were able to showcase over 50 new and improved products this year at Expo West, the largest industry trade show with buyers from natural, grocery, mass and .com retailers from the United States and abroad," said Irwin D. Simon, President and Chief Executive Officer of Hain Celestial. "Innovation has always been at the heart of our new product offerings and is part of what makes us unique. This year we're excited to be at the forefront of functional trends including antioxidant vitamins and fiber. Among the highlights, we featured sprouted grains in our **Arrowhead Mills(R)** flours and baking mixes and **Garden of Eatin'(R)** tortilla chips, and we introduced innovative packaging from **Earth's Best Organic(R)** baby food puree in aseptic pouches and **Imagine(R)** chunky style soups in cartons.

Highlights of Hain Celestial's product offerings included:

Arrowhead Mills(R) Brand

At the forefront of the sprouted grains movement, **Arrowhead Mills(R)** brand, a leader in organic grains for more than 50 years, introduced **Organic Sprouted Wheat Flour**, combining the taste of our bestselling flours with the added benefits of sprouted whole grain, which helps increase the bioavailability of nutrients. The **Arrowhead Mills(R)** brand has refreshed its packaging and improved the taste and texture of its gluten-free flours and baking mixes for those with gluten sensitivity or celiac disease. New gluten-free products include **Gluten-Free All Purpose Baking Mix**, **Gluten-Free Vanilla Cake Mix**, **Gluten-Free Chocolate Chip Cookie Mix**, **Gluten-Free Brownie** and **Gluten-Free Pizza Crust Mix**.

Celestial Seasonings(R) Brand

Continuing upon its growth as a leader in the tea category for more than 40 years, the **Celestial Seasonings(R)** brand introduced three new teas for everyday wellness--**LaxaTea(TM) Herbal Wellness Tea**, **Metabo Balance(TM) Green Tea Wellness Tea** and **Antioxidant Max(TM) Blackberry Hibiscus Herbal Tea Wellness**. Additionally, **Celestial Seasonings(R)** brand offers two new and improved flavors in the popular in the green tea segment--**Peach Blossom Green Tea** and a reformulated **Pomegranate Green Tea**.

Earth's Best(R) Brand

Building upon the successful launch of **Earth's Best Organic(TM) Sesame Street(R) Organic Fruit Yogurt Smoothies** in squeezable single serve pouches, the **Earth's Best Organic(R) Baby Food Puree Pouches** follow with nine varieties, fortified with a unique blend of antioxidant Vitamins A, C and E plus zinc. The squeezable, and shelf stable pouches are resealable and can be refrigerated after opening. They complement the **Earth's Best(R)** line of jarred baby food and provide convenience for feeding babies on-the-go. For snacking, new **Earth's Best Organic(TM) POP Snax Rice and Potato Crisps** are an air popped rice and potato snack fortified specially for toddlers with iron, zinc and six B vitamins and are available in two flavors Veggie Blend (potato, carrot and spinach) and Sweet Potato Cinnamon Apple packaged in convenient canisters for on-the-go.

Garden of Eatin'(R) Brand

With new matte bag packaging, the **Garden of Eatin'(R)** brand introduced new and improved tortilla chips including the classic **Blue Chips Tortilla Corn Chips** and the new **Sweet Potato Corn Tortilla Chips** and **Sprouted Blues Corn Tortilla Chips**. **Garden of Eatin'(R)** brand offers the first corn tortilla chip introduced to market with a sprouted grain combination of brown rice, lentils and quinoa. Sprouting aids in the digestibility of foods and may enhance the nutrients found naturally in grains.

Healthy Valley(R) Brand

Inspired by the bestselling book, *The F-Factor Diet*, by nutritionist Tanya Zuckerbrot, M.S., R.D., **F-Factor Cereal** in three varieties and **Bars** in three varieties by the **Health Valley(R)** brand provide 50% of the recommended daily value of fiber, providing a tasty and easy way to help reach fiber goals for good nutrition.

Imagine(R) Brand

As an industry leader in soups, the **Imagine(R)** brand now introduces organic **Chunky Style Soups** in shelf-stable cartons featuring four varieties of soup with hearty organic ingredients including vegetables, beans and pasta for consumers looking for an alternative to chunky style canned soup in convenient carton packaging.

Spectrum Essentials(TM) Brand

A tablespoon of **Spectrum Essentials(TM) Chia Twisters** chia and flax oil dietary supplement, is available in all natural lemon meringue and tropical coconut flavors, to deliver the recommended daily value of Omega-3 ALA fatty acids to support normal cardiovascular function.

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), Terra(R), Garden of Eatin'(R), Sensible Portions(R), Health Valley(R), WestSoy(R), Earth's Best(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), Rosetto(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), Earth's Best 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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