



## The Greek Gods® Brand Greek-Style Yogurt Video Contest

February 27, 2012

**Consumers of The Greek Gods® Brand Greek-Style Yogurt are challenged to show off their culinary creativity & athletic skill.**

MELVILLE, N.Y., Feb. 27, 2012 /PRNewswire/ -- The Greek Gods® brand Greek-Style Yogurt recently launched a recipe and video contest inspired by their spokesman, Ultramarathon Man, Dean Karnazes. Consumers are challenged to create a two-minute video showcasing The Greek Gods® brand Greek-Style Yogurt as part of a pre- or post-workout snack and then highlight the health benefits using footage of their workout routine or athletic challenges.

- The first place winner will receive a check for \$2,500, a signed copy of Dean Karnazes's book "Run! 26.2 Stories of Blisters and Bliss"; video featured on *The Greek Gods® brand Greek-Style Yogurt* website, blog and Facebook page; and *The Greek Gods® brand Greek-Style Yogurt* coupons with a value of up to \$100.
- Second place is a check for \$1,000, a signed copy of Dean Karnazes's book "Run! 26.2 Stories of Blisters and Bliss", and an honorable mention on the *The Greek Gods® brand Greek-Style Yogurt* website, blog and Facebook page; and *The Greek Gods® brand Greek-Style Yogurt* coupons with a value of up to \$100.
- Third place is a check for \$500, a signed copy of Dean Karnazes's book "Run! 26.2 Stories of Blisters and Bliss" and *The Greek Gods® brand Greek-Style Yogurt* coupons with a value of up to \$100.

(Logo: <http://photos.prnewswire.com/prnh/20120206/NY48033LOGO-b> )

(Photo: <http://photos.prnewswire.com/prnh/20120206/NY48033-a> )

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

For Karnazes, The Greek Gods® brand Greek-Style Yogurt is part of his pre-race meal of choice. Not only does he find the flavor superb, he prefers The Greek Gods® brand Greek-Style Yogurt over other yogurts as it makes an ideal nutrient dense pre-workout snack leaving him feeling satisfied and ready to take on his next challenge. A video of Dean in various running locales along with official contest details and official rules can be found on the website [www.greekgodsyogurt.com](http://www.greekgodsyogurt.com). The contest launched on February 17, 2012 and will continue through April 17, 2012.

The Greek Gods® is a brand of The Hain Celestial Group, Inc., (NASDAQ: HAIN), a leading natural and organic products company in North America and Europe providing consumers with A Healthy Way of Life™.

### About The Greek Gods® Brand Greek-Style Yogurt

The Greek Gods® brand Greek-Style Yogurt is a brand of The Hain Celestial Group, Inc., (NASDAQ: HAIN), a leading natural and organic products company in North America and Europe providing consumers with A Healthy Way of Life™. The Greek Gods® brand authentic natural Greek-style yogurt, is gluten-free and contains live and active cultures. Plus, The Greek Gods® brand Greek-Style Yogurt is made with milk from cows that are not treated with growth hormones. Experience the Myth® with The Greek Gods® brand Greek-Style Yogurt full-flavored products available in 6-ounce individual packages and 24-ounce family packs including Plain and Non-Fat Plain, Fig, Honey, Pomegranate, Honey Vanilla, Honey Blueberry, Honey Strawberry and Reduced Fat Vanilla, Cinnamon and Orange. For more information, visit [www.greekgodsyogurt.com](http://www.greekgodsyogurt.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®, Earth's Best®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Cafe™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, Ethnic Gourmet®, Yves Veggie Cuisine®, Europe's Best®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Linda McCartney®, Daily Bread™, Lima®, Danival®, GG UniqueFiber®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Earth's Best TenderCare® and Martha Stewart Clean™. Hain Celestial has been providing "A Healthy Way of Life™" since 1993. For more information, visit [www.hain-celestial.com](http://www.hain-celestial.com).

SOURCE The Hain Celestial Group, Inc.

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