



## Hain Celestial Announces New Product Offerings

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### Over 40 New Grocery Products Launched at Natural Products Expo West

MELVILLE, N.Y., March 20, 2012 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading natural and organic products company providing consumers with **A Healthy Way of Life™**, announced the introduction of over 40 new grocery products at the Natural Products Expo West earlier this month.

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

"Again, this year we saw a record number of attendees at the Natural Products Expo West evidencing the growth momentum in the natural and organic products industry. We showcased our new grocery products at Expo West, the largest industry trade show with buyers from natural, grocery, mass and online retailers from the United States and abroad," said Irwin D. Simon, President and Chief Executive Officer of Hain Celestial.

Highlights of Hain Celestial's product offerings included:

#### Arrowhead Mills® Brand

Following on the successful introduction of sprouted grains at Expo West a year ago, **Arrowhead Mills®** brand, a leader in organic grains for more than 50 years, introduced two new cereals—**Organic Gluten Free Sprouted Corn Flakes** made with sprouted corn, brown rice and sorghum and **Gluten Free Quinoa Rice & Shine® Hot Cereal** with a unique combination of quinoa flakes blended with nutritious organic brown rice grits. A new addition to our natural and organic pantry staple offerings is **Arrowhead Mills Sweet Potato Pancake & Waffle Mix**, a nutritious whole grain mix made with organic sweet potato flour, and a good source of Vitamin A, calcium, thiamin, riboflavin and phosphorus.

#### Celestial Seasonings® Brand

A leader in specialty tea since 1969, Celestial Seasonings® brand is proud to introduce **Sleepytime® Vintage Packaging** with a special limited edition 40th anniversary vintage box for 2012 featuring captivating heritage artwork and a retro layout for the iconic brand. The best-selling specialty tea has expanded its product offerings for children of all ages with the introduction of new **Sleepytime Kids™ Goodnight Grape™ Herbal tea**. Starting with the **Sleepytime®** blend of botanicals and naturally sweetened with stevia, **Sleepytime Kids™ Goodnight Grape™ Herbal tea** is an excellent source of antioxidant Vitamin C per serving. Also new to celebrate 40 years of **Sleepytime® herbal tea**, **Celestial Seasonings®** brand is launching a flavor extension, **Sleepytime® Peach herbal tea**. The blend combines the time-honored **Sleepytime®** blend with the delicious flavor of ripe, juicy peaches. Also new to Celestial Seasonings® brand offerings is **Jammin' Lemon Ginger™ herbal tea** featuring an invigorating lemon aroma and a sweet and spicy lemon ginger flavor enhanced with ingredients traditionally known to aid in digestion including roasted chicory, ginger extract and lemon verbena. Lastly, Celestial Seasonings introduced **Sweet Harvest Pumpkin™ Black Tea** the newest holiday tea blend featuring the flavor of pumpkin and a variety of spices including cinnamon and ginger, a treasured aroma and spicy flavor of homemade pumpkin pie that will extend the holiday tea season.

#### Earth's Best® Brand

Our newest arrivals include **Earth's Best Organic® Fruit & Grain Puree Pouches**. With 2 grams of fiber and made with organic fruit and whole grains to support baby's well-being, **Earth's Best Organic® Fruit and Grain Puree** is available in **Pear Apricot Barley**, **Apple Peach Oatmeal**, **Banana Raspberry Brown Rice** and **Plum Apple Kamut** varieties and contains Vitamins A, C, E and zinc. **Earth's Best Organic™ Greek Yogurt Smoothie** in **banana**, **cherry** and **apple** flavors follows on the successful launch of smoothies in a pouch a year ago with a unique combination of Greek-style yogurt with fruit and fortified with Vitamins C, D and calcium. **Earth's Best Organic® Wholesome Grains** jarred baby food in **Banana Apricot Barley Yogurt**, **Blueberry Banana Brown Rice Yogurt** and **Apple Peach Oatmeal Yogurt** are delicious blends of organic fruit, hearty whole grains and yogurt and are fortified with Vitamin C, calcium and 18 milligrams of DHA per serving. Also, our new **Earth's Best® Crunchin' Crackers®** wholesome snack and **Earth's Best Organic™ Happy Snax** contain an excellent source of iron, zinc and six B vitamins for toddlers. Joining the Sesame Street line of products, **Earth's Best® Crunchin' Crackers Veggie**, shaped like characters Elmo and Big Bird, are wholesome crackers made with organic grains and vegetables, including sweet potatoes, broccoli and carrots and are an excellent source of Vitamin A. **Earth's Best Organic® Happy Snax whole grain cereal snacks** are a delicious whole grain cereal snack packed in a convenient on-the-go canister providing 12 grams of whole grains in every serving, available in apple cinnamon and graham flavors.

#### Imagine® Brand

As an industry leader in soups, the **Imagine®** brand introduces seven new award-winning flavors of **Imagine® Natural Creations Organic Chunky Style Soup—Italian Style Wedding**, **Loaded Baked Potato**, **Tomato Bisque**, **Savory Black Bean**, **Chicken Corn Tortilla**, **Hearty Beef Barley** and **Chicken Noodle**. These soups merited the American Masters of Taste Gold Award for Superior Taste and are available in shelf-stable, non-BPA cartons.

#### Gluten Free Cafe™ Line of Product by Health Valley™ Brand

Hain Celestial continues to offer several hundred gluten free food choices including the **Gluten Free Cafe line by Health Valley® brand**, which introduced three new soup additions—**Beef Noodle**, **Vegetable Quinoa** and **Creamy Chicken Orzo**—to its existing line of four soups. These great

tasting soups are also certified by the Gluten Intolerance Group (GIG) of North America, which administers the Gluten Free Certification Organization (GFCO) and meet strict gluten free guidelines and standards.

#### **MaraNatha® Brand**

A leader in high quality natural and organic nut butters, **MaraNatha®** brand has expanded its product offerings with **MaraNatha® All Natural Coconut Butter**, made from whole coconut pulp blended into a buttery texture. With the aroma and taste of coconut, the product is versatile enough to add to sauces, salad dressings, smoothies or baked goods.

#### **Spectrum Essentials® Brand**

Spectrum Essentials® brand is pleased to announce a new addition to its successful chia seed product with new **Ground Chia Seed. Spectrum Essentials™ Ground Chia Seed** provides 2.4 grams of Omega-3 Alpha-Linolenic Acid (ALA), 4 grams of dietary fiber per serving and contains more antioxidant activity than blueberries per gram(1). The finely ground chia seed can now be easily blended into all types of dishes and used in baking.

#### **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).

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(1) Oxygen Radical Absorbance Capacity (ORAC) testing for antioxidant activity showed chia seed at 119 per gram versus 65 per gram for blueberries. \*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

SOURCE The Hain Celestial Group, Inc.

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