



The Greek Gods® Greek-Style Yogurt Announces Video Contest Winner

June 4, 2012

Contestants showcase The Greek Gods® Greek-Style Yogurt in fitness focused videos.

MELVILLE, N.Y., June 4, 2012 /PRNewswire/ -- The Greek Gods® Greek-Style Yogurt today announced the first place winner of its recipe and video contest. Inspired by spokesman Dean Karnazes, consumers were 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.

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

(Logo: <http://photos.prnewswire.com/prnh/20120206/NY480331LOGO-b>)

All of the entries received were top notch and ultimately the winning video had a combination of creativity, skill and humor all while demonstrating the usage of The Greek Gods® Greek-Style Yogurt in a fitness routine.

The first place winner is Stephen Lunsford. Stephen 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. The video can be viewed at the following link: www.youtube.com/watch?v=WH1AxHkOD0c.

The winning video can be viewed on *The Greek Gods® brand Greek-Style Yogurt* website, blog and Facebook page.

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 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.greekgodsogurt.com. *NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rBST TREATED AND NON-rBST TREATED COWS.

The Hain Celestial Group, Inc.

The Hain Celestial Group, Inc. (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®, Cully & Sully®, 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.

SOURCE The Hain Celestial Group, Inc.

Colleen O'Donnell, colleen@greekgodsogurt.com, colleen.odonnell@hain-celestial.com, +1-925-849-4361