



The Greek Gods® Brand Launches Kefir Low Fat Cultured Milk

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MELVILLE, N.Y., Jan. 8, 2013 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading natural and organic products company providing consumers with A Healthy Way of Life™ announced that The Greek Gods® brand is adding a deliciously drinkable Kefir low fat cultured milk to their lineup. The Greek Gods Kefir is exceptionally creamy and rich in taste with flavors that mirror the customer favorites of our Greek-style yogurt.

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"With all of the qualities that customers expect from The Greek Gods® brand Greek-Style Yogurt, we are now pleased to offer a drinkable format of The Greek Gods Kefir," said Basel Nassar, Chief Operating Officer of the Hain Refrigerated Foods Division. The Kefir low fat cultured milk combines delicious flavors along with 12 grams of protein and probiotic cultures in each 1 cup serving. The Greek Gods Kefir is also Gluten Free and 99% Lactose Free.

Enjoy The Greek Gods Kefir on its own or over fresh fruit or cereal or in dressings and smoothies. Available in Plain, Honey, Honey Vanilla and Honey Strawberry flavor varieties, look for The Greek Gods® brand Kefir low fat cultured milk in grocers' refrigerated sections nationwide.

The Greek Gods® Greek-Style Yogurt and Kefir

The Greek Gods® 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 and Kefir are gluten-free and contain live and active cultures. Plus, The Greek Gods® brand Greek-Style Yogurt and Kefir are 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 Orange, Honey Lemon, Honey Strawberry and Reduced Fat Vanilla, Cinnamon and Orange. The Greek Gods® brand Kefir low fat cultured milk is available in 32-ounce bottles including Plain, Honey, Honey Vanilla and Honey Strawberry . For more information, visit www.greekgodsyogurt.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 (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 Café™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint™, Ethnic Gourmet®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, GG UniqueFiber®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene® and Earth's Best TenderCare®. 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.

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