



TERRA® Chips Partners with Seed Savers Exchange in Support of Vegetable Diversity

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Hain Celestial Raises Awareness of Seed Savers Exchange's Mission with Two New Flavors

LAKE SUCCESS, N.Y., Oct. 21, 2014 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading organic and natural products company providing consumers with A Healthier Way of Life™, announced the launch of two new TERRA® Real Vegetable Chips flavors, Heritage Blend and Beauregard Sweets, exclusively at Whole Foods Market®. The two new flavors are made from vegetables whose varieties are part of the collection at Seed Savers Exchange, a non-profit organization dedicated to saving and sharing heirloom seeds and plants.



"TERRA® Chips has been a committed partner to the Seed Savers Exchange for two years now, and we're excited to celebrate that partnership with these two new, delicious flavors," said Brett Hartmann, Snacks Category Manager at Hain Celestial. "We value the preservation of vegetable diversity for future generations, which can be seen not only on these items, but in the variety of root vegetables used to produce all TERRA® Chips."

The items feature Chioggia Beets, Blue Potatoes, Yukon Gold Potatoes and Beauregard Sweet Potatoes. Both flavors, along with all TERRA® Chips are cooked in expeller pressed oils, made with non-GMO ingredients, are gluten free and certified kosher.

"We're thrilled to have TERRA® as a partner, and appreciate their support for our mission and the need for crop diversity," said Kelly Tagtow, Marketing Manager at Seed Savers Exchange. "Making these two new flavors and showcasing the heirlooms they come from on the TERRA® bag gives consumers the opportunity to learn more about the importance of seed saving and food diversity."

TERRA® Heritage Blend and TERRA® Beauregard Sweets are available exclusively at Whole Foods Market beginning this fall.

"Whole Foods Market is proud to feature TERRA® Chips and is a major supporter of the brand's fight to preserve vegetable diversity" said Matthew Jimenez, Global Grocery Buyer for Whole Foods Market. "We're excited to exclusively offer these two new flavors to our shoppers to enjoy."

For more information about TERRA® Real Vegetable Chips, visit www.Facebook.com/terrachips.

TERRA®

TERRA® Real Vegetable Chips combine the beautiful colors and delicious flavors of the earth's own vegetables into a perfect crunchy snack. After two decades, the intimate process of crafting our chips remains with over 20 different varieties and flavors that are truly distinctive by nature. TERRA®

chips are cooked only in expeller pressed oils, made with non-GMO ingredients and are gluten free and certified kosher.

The Hain Celestial Group, Inc.

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, TERRA®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Gluten Free Café™, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, 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®, Natumi®, GG UniqueFiber®, Tilda®, Akash Basmati®, Abu Shmagh®, JASON®, Avalon Organics®, Alba Botanica® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

Seed Savers Exchange

Seed Savers Exchange is a non-profit membership organization dedicated to the preservation and distribution of heirloom seeds. Seed Savers maintains a collection of thousands of open-pollinated varieties, making it one of the largest non-governmental seed banks of its kind in the United States. Founded in 1975, Seed Savers Exchange operates an 890-acre farm in northeast Iowa where thousands of rare fruit, vegetable, and other plant varieties are regenerated and preserved in a central collection. For more information, visit www.seedsavers.org.



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SOURCE The Hain Celestial Group, Inc.

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