



Grocery

At Hain Celestial, we understand the importance of delivering products that meet the health and lifestyle needs of our valued consumers. Eating natural and organic foods is increasingly recognized as one path to better health, and Hain Celestial grocery products sold under such well-known brands as **Health Valley®**, **Arrowhead Mills®**, **Earth's Best®**, **Hain Pure Foods®**, **Imagine®** and **WestSoy®** deliver a variety of ways to enjoy good food and good health.

One of this year's highlights is **Earth's Best's®** new products for children that are co-branded with Sesame Street®, the award-winning preschool series. The products feature the most popular Muppets™ from Sesame Street and are part of Sesame Workshop's® *Healthy Habits for Life™* corporate initiative. *Healthy Habits for Life* is a multi-year program that harnesses the power and reach of Sesame Street to encourage healthy eating, physical activity and good hygiene. To accomplish these objectives, Sesame Street will incorporate a variety of media about healthy habits in its 36th television season, which debuts in April 2005.

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