



Bearitos® Help "Give a Bear a Home"

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Program Educates Kids on the Importance of Preserving Habitats and Raises Funds for Conservation Efforts

LAKE SUCCESS, N.Y., Nov. 10, 2014 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN) today announced a Bearitos® brand Snacks program, "Give a Bear a Home," to educate children on the importance of preserving natural habitats. Bearitos® brand Snacks, which offer a wide variety of delicious and better-for-you snacks and features an iconic bear on its logo, has proudly supported World Wildlife Fund (WWF) conservation efforts through contributions and commitments totaling \$150,000 through 2015 to protect bears and other species and their habitats.



"Give a Bear a Home" encourages elementary school students, aged kindergarten to second grade, to create bear habitats in the classroom, based on a curriculum provided by WWF and the Bearitos® brand. The three winning classrooms will receive grants of \$2,500, \$1,500 and two mini-tablet devices for first, second and third places, respectively. A kick-off event will take place later this week at elementary school PS84 Jose De Diego in Brooklyn, New York.

An online portion of the program invites consumers to draft captions to accompany bear photos on the [Bearitos® Facebook page](#) for one month starting today. For each caption, Bearitos® brand will donate \$1 in support of WWF, up to \$5,000.

"Bearitos® brand is committed to protecting bears and preserving their habitats given our bear mascot, Louie, and we know that our consumers share our passion for environmental causes," said Brett Hartmann, Snacks Category Manager, The Hain Celestial Group, Inc. "'Give a Bear a Home' is a great way to teach children about the importance of protecting species like bears and their homes, so we are proud to work with WWF once again to develop curriculum that reaches a young audience."

Dave Salmoni, Canadian Animal Trainer and animal expert, said, "I'm thrilled to work with Bearitos® brand on this program. I'm passionate about protecting animals and their habitats, and I fully support starting preservation education at an early age."

Bearitos® brand is manufactured without GMO ingredients, no artificial colors, flavors or preservatives and made from high quality ingredients with no hydrogenated oils. Bearitos® Cheddar Puffs, Veggie Puffs, Corn Chips and Pita Chips are sold exclusively at Whole Foods Markets.

About Bearitos®

A leading natural food brand, Bearitos® provides a wide variety of snacks that are delicious and natural. From puffs to tortilla chips to pita chips, all of Bearitos® distinct and flavorful products are made using high quality non-GMO ingredients and feature no artificial colors, flavors or preservatives. Products currently include: Cheddar and Veggie Puffs; Blue, White and Yellow Corn Tortilla Chips; and Sea Salt, Multigrain, Olive Oil and Lemon &

Garlic Pita Chips. Bearitos® is a brand of The Hain Celestial Group, Inc. For more information, visit www.bearitos.com.

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 Cafe™, 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.

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SOURCE The Hain Celestial Group, Inc.

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