



The Greek Gods® Brand And Ultramarathon Man Dean Karnazes To Participate In The Central Market Thrill Of The Grill 5K

March 31, 2015

Race to Benefit Operation FINALLY HOME, Honoring Heroes with Homes

LAKE SUCCESS, N.Y., March 31, 2015 /PRNewswire/ -- The Greek Gods® brand spokesman Dean Karnazes will participate in The Central Market Thrill of the Grill 5K for the fourth consecutive year. The race will benefit Operation FINALLY HOME, a national non-profit organization with a unique network of experienced builders, suppliers and supporters dedicated to building custom, mortgage-free homes for wounded, ill or injured veterans, surviving spouses and their families, providing a strong foundation to help them move forward with their lives. The proceeds from the Thrill of The Grill 5K will be used to build and furnish a home sponsored by Central Market later this year.



The Greek Gods® brand and Dean Karnazes are very supportive of the cause. "Our service men and women protect our liberty and freedom so that we enjoy events like Thrill of the Grill. Operation FINALLY HOME is a terrific organization that helps provide for these returning heroes, and I am deeply honored to support this very worthy cause," said Dean Karnazes. "Central Market has been a very loyal retail partner, so we are excited to sponsor and show our support for this great event and it's worthy cause," said Basel Nassar, CEO of The Greek Gods® brand.

The Greek Gods® brand will be showcasing their newest flavor to their Greek-Style Yogurt line— Black Cherry. There will be free sampling of assorted flavors at The Greek Gods® brand booth, conveniently located near the start and finish lines, ideal for quick pre- or post-race snacking.

The Central Market Thrill of the Grill 5K will take place on April 11, 2015 at Central Market in Plano, TX.

Registration and information is available at <http://www.thrillofthegrill5k.com/registration.html>.

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 with operations in North America, Europe and India providing consumers with A Healthier Way of Life™. The Greek Gods® Greek-Style Yogurt and Kefir are gluten-free and contain live and active cultures. Plus, The Greek Gods® 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® Greek-Style Yogurt full-flavored products available in 6-ounce individual packages and 24-ounce family packs including Plain and Non-Fat Plain, Fig, Pomegranate, Honey, Honey Vanilla, Honey Blueberry, Honey Orange, Honey Lemon, Honey Strawberry, Reduced Fat Vanilla, Cinnamon and Orange, Honey Salted Caramel and Black Cherry. The Greek Gods® Kefir low fat cultured milk is

available in single and multi-serve sizes, including Plain, Honey, Honey Vanilla and Honey Strawberry. For more information, visit www.greekgodsyoqurt.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 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®, Empire®, Kosher Valley®, 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®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

H-E-B/CENTRAL MARKET

In 1992, Charles Butt acquired a special piece of property on the corner of 38 1/2 Street and Lamar in Austin. His goal was to build not just another grocery store, but a destination market that would turn food shopping into a culinary adventure by providing unparalleled products and customer service. H-E-B opened the first Central Market in Austin in 1994. It was quickly dubbed "an amusement park for food lovers." The European-style fresh market concept amazed shoppers and chefs alike, and the store quickly became one of Austin's most popular tourist destinations. In fact, it boasts an average of 2 million visitors each year! After years of witnessing customers drive hundreds of miles to stock up on fantastic food finds at the original Central Market, H-E-B decided to bring the Central Market experience to San Antonio, Houston, and a second location in Austin. By 2002, Central Market had added three more stores in Dallas, Plano, and Fort Worth, each one a fun and unique addition to the Central Market family. In 2006, the eighth Central Market opened in Southlake, increasing the company's presence in North Texas. A ninth store was added to the corner of Preston Road and Royal Lane in Dallas in 2012. Each debut of a Central Market location has attracted national attention for its innovative grocery experience that brings a must-have quality-of-life enhancement for food lovers.

For event information, please visit www.thrillofthegrill5k.com and <https://www.facebook.com/thrillofthegrill>.

Operation FINALLY HOME

At Operation FINALLY HOME, we provide custom-built, mortgage free homes to America's Heroes and the widows of the fallen who have sacrificed so much to defend our freedoms and our way of life. We bring together corporate sponsors, builder associations, builders, developers, individual contributors, and volunteers to help these Heroes and their families transition to the home front by addressing one of their most pressing needs—a home to call their own.

For more information, please visit www.operationfinallyhome.org and www.facebook.com/OperationFINALLYHOME.

Logo - <http://photos.prnewswire.com/prnh/20130502/NY06743LOGO>

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