



Celestial Seasonings® Teas Receive Non-GMO Project Verification

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Nine of Brand's Top Products Approved in First Wave of Certification, Including Iconic Sleepytime® Herbal Tea

BOULDER, Colo., June 30, 2015 /PRNewswire/ -- [Celestial Seasonings®](#), a brand of [The Hain Celestial Group, Inc.](#) (NASDAQ: HAIN), proudly announced that nine of its teas—including Sleepytime® Herbal Tea, the all-time bestselling item in the Specialty Tea category—have received Non-GMO Project Verification. This announcement is the first step in an ongoing process through which the brand intends to achieve Non-GMO Project Verification for all of its bagged specialty teas.



Founded in Boulder, Colorado in 1969, Celestial Seasonings, Inc., was one of the pioneers of the burgeoning natural foods movement and first popularized herbal teas in North America. In recent years, the brand and its parent company, Hain Celestial, have been vocal supporters of "right to know on GMOs" initiatives around the country, including California Proposition 37 and Colorado Proposition 105. More recently, Hain Celestial's Founder and Chief Executive Officer, Irwin D. Simon, was among 125 business leaders as part of the Just Label It! Campaign who implored the Obama Administration to direct the U.S. Food and Drug Administration (FDA) to require food companies to label products that contain genetically modified organisms (commonly called GMOs).

"Celestial Seasonings helped start the movement towards better-for-you products more than 40 years ago, and Non-GMO Project Verification shows our continued commitment to our founding principles," said Tom Arcuri, vice president of sales and marketing at Celestial Seasonings. "While we've previously avoided GMO ingredients in our teas, this third-party verification provides the total transparency in sourcing that today's educated consumers expect from the brands they choose and trust."

The nine Celestial Seasonings teas that received Non-GMO Project Verification in the initial round of approval are Sleepytime Herbal Tea, Chamomile Herbal Tea, Peppermint Herbal Tea, Roastaroma® Herbal Tea, Sleepytime Extra® Herbal Supplement, Morning Thunder® Black Tea with Mate, and three varieties from the brand's Organic Fair Trade Certified Estate Teas line (currently available at Whole Foods Market). The brand is continuing to enroll the remainder of its specialty tea portfolio for verification in phases.

For more information about Celestial Seasonings and its commitment to transparency in sourcing, please visit the [Values section](#) of the brand's website.

Celestial Seasonings, Inc.

For more than 40 years, Celestial Seasonings, Inc. (a subsidiary of The Hain Celestial Group, Inc., NASDAQ: HAIN) has created delicious specialty

teas that are good for you and good for the world. The brand currently offers more than 70 unique varieties of herbal, green, black, wellness, Rooibos and chai teas, as well as ready-to-drink beverages like organic Kombucha and tea lattes. Each blend is expertly crafted from the finest herbs, teas, spices and botanicals, and is presented in packaging adorned with the beautiful imagery and inspiring words that are part of the brand's heritage. From calming and relaxing to refreshing and rejuvenating to everyday wellness support, there's a Celestial Seasonings® product for any mood, any moment, any time of day. For more information, visit celestialseasonings.com or facebook.com/CelestialSeasonings.

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.

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