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**KASHI COMPANY ANNOUNCES NEW FOODS EXCLUSIVELY AT THE  
2008 NATURAL PRODUCTS EXPO WEST**

*Latest Additions to Kashi Seven Whole Grain Family of Nutritious Foods to Hit Stores  
Beginning June 2008*

ANAHEIM, Calif. (March 14, 2008) – Kashi Company, the premier natural food company, will unveil three additions to its great-tasting, seven whole grains family of nutritious foods at Natural Products Expo West in Anaheim, Calif. The new, all-natural offerings include *Kashi U™*, a one-of-a-kind cereal that promotes the vitality of five body systems; *Kashi®* Honey Sunshine™, a whole grain honey-kissed cereal the entire family can enjoy; and *Kashi®* TLC™ Tasty Little Cereal Bars, all-natural, soft-baked snack bars with real fruit filling. All three innovations feature Kashi's unique *Seven Whole Grains & Sesame* blend and are designed to provide positive nutrition with a pleasant eating experience.

"Kashi Company's goal is to make simple, good-for-you foods that help people to achieve their best lives," says Sarah Lowrey Ceccarelli, brand manager and nutritionist for Kashi. "Our latest offerings help families make healthy snack and meal choices they can feel good about."

*Kashi U™*

A tasty blend containing toasted *Seven Whole Grains & Sesame* flakes, açai and oat granola clusters, chopped walnuts and black currants, *Kashi U* cereal naturally delivers great taste. Plus, it's packed with antioxidants, ALA omega 3s,\* and over a third of your daily whole-grain needs to help promote vitality of five body systems: heart, immunity, digestion, bone and mind. Each flavorful bite contains specially chosen ingredients, such as heart-healthy omega 3s (ALA) from walnuts; bone-enriching calcium, vitamin D, magnesium and zinc; as well as powerful antioxidant vitamins C and E with açai and black currants for an immunity boost.

"At Kashi, we think feeling 'vitality' is also about the world you live in, so *Kashi U* represents our move towards more sustainable packaging," says Ceccarelli. "The box itself is made from 100 percent recycled paper, of which 80 percent is post-consumer content. Additionally, our printer uses 100 percent biodegradable soy inks and offsets all electricity use with non-polluting wind power. It's another reason you can feel good about eating Kashi."

*Kashi® Honey Sunshine™*

*Kashi Honey Sunshine* is a tasty whole grains cereal the whole family will enjoy. These light, crispy cereal pillows include *Kashi Seven Whole Grains & Sesame®* blend, and they're toasted with the perfect touch of natural sweetness from honey. "Its crunchy texture and fun, snackable shape balances great taste with the nutrition you've come to expect from Kashi," adds Ceccarelli. "Each serving delivers 6g of fiber and a total of 19 grams of whole grains – more than one third of your daily whole grain needs."\*\*

*Kashi® TLC™ Tasty Little Cereal Bars*

As the latest addition to the *TLC™* family of snack bars, the new *TLC Tasty Little Cereal Bars* feature *Kashi Seven Whole Grains & Sesame®* dough that's soft-baked around a tasty filling that is made with real fruit. The result is a convenient, portable breakfast treat or anytime snack bar with just the right hint of natural sweetness. The bars are available in three yummy flavors, Ripe Strawberry, Baked Apple Spice and Blackberry Graham, and all provide three grams of fiber, two grams of protein and 11 grams of whole grains. Ceccarelli explains, "We know that today, both adults and kids are snacking on cereal bars. With *TLC* cereal bars, parents can feel good about eating them as well as giving them to their kids because they taste great and are all-natural."

All three additions to the Kashi family will be sold in stores nationwide beginning in June 2008.

**About Kashi Company**

Founded in 1984, Kashi is a company on a mission to redefine how people eat to achieve their best lives. As a pioneering health food brand, Kashi is dedicated to providing great tasting, healthy and innovative foods that enable people to achieve optimal health and wellness. Its products are natural, minimally processed, and free of highly refined sugars, artificial additives and preservatives. *Kashi®* brands include: *GLEAN®* cereals, bars, shakes and waffles; *Kashi® Heart to Heart®* cereal, instant oatmeal and waffles; *Kashi® 7 Whole Grain Puffs*, Honey Puffs, Nuggets and Flakes cereals; *Kashi® Vive® Digestive Wellness* cereal; *Kashi® Good Friends®* and *Kashi® Good Friends® Cinna-Raisin Crunch®* cereals; *Kashi Mighty Bites™* cereal; *Kashi® Organic Promise®* cereals; *Kashi® TLC™ Crackers*, Crunchy Granola Bars, Chewy Granola Bars and *Kashi™ TLC™ Cookies*; *Kashi® All Natural Frozen Entrées*; *Kashi™ All Natural Frozen Pizzas* and *Kashi™ Pilaf*. For more information visit [www.kashi.com](http://www.kashi.com).

\* Contains 350mg ALA per serving, which is 21% of the 1.6g Daily Value for ALA.

\*\* Nutritionists recommend 48g or more of whole grains per day.

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