

**FOR IMMEDIATE RELEASE**

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**RICE DREAM® SUPREME:  
DELICIOUSLY INDULGENT NON-DAIRY FROZEN DESSERTS**

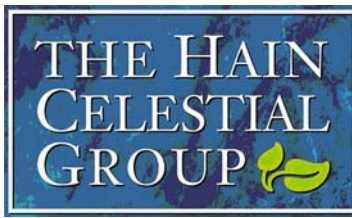
Melville, NY, August 2007 – From the makers of **Rice Dream®**, the #1 rice-based non-dairy dessert in the natural foods category<sup>1</sup>, comes **Rice Dream Supreme**, indulgent frozen confection, with a taste so rich, smooth and creamy, you won't believe it's non-dairy, lactose free and trans fat free!

Available in four delectable pints, two dessert bar multipacks and two single serve dessert bars, each **Rice Dream Supreme** treat features creamy Chocolate or Vanilla Rice Dream all natural non-dairy dessert blended with premium gourmet accents:

- **Chocolate Caramel Chai** - Chocolate Rice Dream with caramel and chocolate chips, and spiced with sweet notes of chai.
- **Vanilla Hazelnut Fudge** - Vanilla Rice Dream with a delicate fudge swirl, blended with chocolate-covered hazelnuts.
- **Vanilla Gingersnap** - Vanilla Rice Dream accented with chunks of zesty gingersnap cookies.

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<sup>1</sup> SPINScan Natural and Conventional 12 weeks ending April 21, 2007



- **Sweet Peach Pie** - Vanilla Rice Dream accented with luscious chunks of sweet peaches.
- **Vanilla Hazelnut Fudge Bar** - Vanilla Rice Dream with a delicate fudge swirl, blended with toasty notes of hazelnut and coated with a luscious thick chocolate, offered in multipack and single serve bars.
- **Chocolate Caramel Chai Bar** - Chocolate Rice Dream accented with caramel and chocolate chips, spiced with sweet notes of chai and coated with a luscious thick chocolate, offered in multipack and single serve bars.

**Rice Dream Supreme** pints and dessert bars are sold in the frozen desserts section of natural food stores and select grocery stores nationwide. Pints retail for \$3.49-3.99, the multipack dessert bars retail for \$3.29-3.99, and single serve bars retail for \$1.20-1.30. For more information about **Rice Dream Supreme**, **Rice Dream** and **Soy Dream**® frozen non-dairy desserts, as well as the complete line of **Rice Dream** and **Soy Dream** products, log on to [www.tastethedream.com](http://www.tastethedream.com).

### **The Hain Celestial Group**

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings®, Terra®, Garden of Eatin'®, Health Valley®, WestSoy®, Earth's Best®, Arrowhead Mills®, DeBoles®, Hain Pure Foods®, FreeBird™, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic™, Imagine Foods™, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Linda McCartney®, Realeat®, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica® and Queen Helene®. For more information, visit [www.hain-celestial.com](http://www.hain-celestial.com).

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