



RICE
DREAM®

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FOR IMMEDIATE RELEASE

Contact: Kim McGowan
Company: The Hain Celestial Group
Phone: (631) 730-2448
E-mail: kmcgowan@hain-celestial.com

**NEW AND IMPROVED
RICE DREAM® NON-DAIRY FROZEN DESSERTS**

Melville, NY – Can you improve on the #1 rice-based, non-dairy frozen dessert*? Yes! **Rice Dream®** proudly announces its great tasting, non-dairy frozen desserts are now creamier, smoother and more delicious than ever.

New and improved **Rice Dream** frozen desserts are pure indulgence. Delectable frozen treats that combine the finest organic ingredients with rich decadent flavors for the ultimate lactose-free, gluten free, trans fat free and cholesterol-free delight, with no sacrifice to taste and texture.

Five (5) top selling **Rice Dream** non-dairy frozen dessert varieties are USDA certified organic. Available in pints and/or quarts:

- *Rice Dream® Organic Strawberry* – Sweet organic strawberry accented with luscious ripe strawberry pieces. Available in pints.
- *Rice Dream® Organic Vanilla* – Sweet organic vanilla rice - a true creamy indulgence. Available in pints and quarts.
- *Rice Dream® Organic Cocoa Marble Fudge* – Sweet organic vanilla laced with fudge swirls. Available in pints and quarts.
- *Rice Dream® Organic Orange Vanilla* - Sweet sunshine - organic vanilla rice wrapped in the delicate sweetness of natural orange flavor. Available in pints.



- *Rice Dream® Organic Neopolitan* – Have it all – sweet vanilla, luscious strawberry and rich chocolate. Available in quarts.

Four (4) top selling **Rice Dream** non-dairy frozen dessert varieties are made with organic ingredients. Available in pints and/or quarts:

- *Rice Dream® Carob Almond* - Satisfy your chocolate craving - sweet organic rice flavored with rich “chocolaty” carob and accented with savory almonds. Available in pints.
- *Rice Dream® Vanilla Swiss Almond* - A scoop of heaven - sweet organic vanilla rice accented with “chocolaty” carob coated almonds. Available in pints.
- *Rice Dream® Mint Carob Chip* – Sweet vanilla tickled with an icy cool blast of mint and sprinkled with malt-sweetened carob chips. Available in pints.
- *Rice Dream® Cookies n Dream* – Sweet Dreams – sweet vanilla with chocolate cookie crumbles. Available in quarts.

With a taste this good, you won't miss the dairy!

Look for great tasting, smooth and creamy **Rice Dream** non-dairy frozen desserts in the frozen non-dairy desserts section of your natural food and grocery stores.

For more information about **Rice Dream®**, **Soy Dream®** and **Almond Dream™** frozen non-dairy desserts, as well as the complete line of **Rice Dream**, **Soy Dream** and **Almond Dream** products, log on to www.tastethedream.com. For other natural and organic specialty snacks and foods and personal care products, visit www.hain-celestial.com.

*SPINSScan Natural and Conventional 52 weeks ending 10/31/09.



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™, Plainville Farms™, 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.
