



KASHI[®] COMPANY PRODUCTS

Kashi[®] Company was created to empower people to achieve health and well-being by offering all natural foods. As proponents of “whole foods,” *Kashi* strives to develop foods with healthy and nutritious ingredients that are less processed and free of artificial sweeteners, colors and preservatives. We recognize that quality, great taste and effectiveness are the foremost considerations of individuals making the transition to a healthful diet.

Kashi[®] Pilaf

It seems like just yesterday that we introduced the idea of *Kashi* Pilaf to the world. *Kashi* Pilaf, a unique, original blend of minimally-processed, raw *Seven Whole Grains & Sesame[™]* was introduced in October 1983.

People were somewhat reluctant to cook whole grains for more than 25 minutes, and really didn't know how to use them. But persistence paid off. The national news was reporting the findings about the importance of fiber in nutrition. Within a few months, Kashi Company began selling its whole grain mix to health spas, and *Kashi* Pilaf was soon served at the 1984 Los Angeles Olympics. Athletes, post-cardiac rehab patients, people with diabetes, weight management clinicians, folks living vegetarian lifestyles and animal rights activists all discovered the recipe for hot or cold meals made with whole grains, dramatically increasing the number of people choosing *Kashi*.

With the success of *Kashi* Pilaf, additional products soon followed ...

Kashi[®] TLC[™] – Tasty Little Crackers

TLCs help you satisfy your snack craving without sacrificing your health. Unlike most snack choices, *TLCs* contain no saturated fat and approximately 200mg of sodium. They also are free of highly refined sweeteners, artificial ingredients and hydrogenated oils and currently come in four flavors: Original 7-Grain, Honey Sesame, Natural Ranch and Country Cheddar.

Kashi[®] Heart to Heart[®]

The first cereal created to help people with more than just cholesterol reduction, *Heart to Heart* was formulated with soluble fiber, vitamins, antioxidants and botanicals. Crunchy and lightly touched with honey, *Heart to Heart* is made with whole grain oats and *Kashi's* unique blend of *Seven Whole Grains & Sesame*. *Heart to Heart* contains 1g of soluble fiber per serving. When used as part of a diet low in saturated fat and cholesterol that includes soluble fiber from whole grain oat foods, *Heart to Heart* may reduce the risk of heart disease by lowering cholesterol.

But the benefits don't stop there. Unlike other oat cereals, *Heart to Heart* combines nature and science by including beta carotene and lycopene, Vitamins E, C, B6, B12, folic acid, green tea and ActiVin[®] grape seed extract to not only help reduce cholesterol but also promote a strong, healthy heart and blood vessels.



Kashi® Seven in the Morning™

Seven in the Morning, a crunchy nugget cereal containing **Kashi's** blend of **Seven Whole Grains & Sesame**, is a high-fiber, low fat and whole grain addition to the **Kashi** family. Its diversity of whole grains provides the pure nourishment of complex carbohydrates, protein and fiber needed for a healthy body and mind.

Kashi® Organic Promise™

USDA Certified 95-100 percent organic, our grains, fruits and sweeteners used in **Organic Promise** cereal are grown without synthetic chemicals or genetic modification. The cereals contain organic ingredients that are consistently available. Fewer ingredients and minimal processing mean pure nutrition. **Organic Promise** comes in three flavors:

Strawberry Fields™

For those who love the taste of fresh strawberries in their cereal, **Strawberry Fields** is the ideal choice. Featuring light and crispy long-grain rice and whole wheat flakes, **Strawberry Fields** is the first certified organic cereal with large slices of organic strawberries and raspberries.

Cranberry Sunshine™

Cranberry Sunshine is the first certified organic whole corn cereal to include premium organic dried cranberries, as well as a special variety of whole organic corn. Lightly toasted, the **Cranberry Sunshine** corn flakes use a whole kernel of corn per flake and offer a unique and hearty crispness along with authentic corn taste and texture.

Autumn Wheat™

Autumn Wheat is a delicious organic whole-wheat biscuit cereal with a kiss of natural sweetness. Hidden within each biscuit are crystals of organic evaporated cane juice.

Kashi® GOLEAN®

Kashi® GOLEAN® Cereal

GOLEAN Cereal combines soy protein grahams, high fiber twigs and **Kashi's** special blend of **Seven Whole Grains & Sesame** honey puffs. This combination of soy protein and fiber from grains is a proven formula that curbs cravings and, with exercise, helps you build muscle so you burn more fat.

Kashi® GOLEAN® Crunch!™ Cereal

Kashi GOLEAN Crunch! is a tasty, low-fat granola-style addition to our **GOLEAN** line. These multigrain clusters made from **Seven Whole Grains & Sesame** are naturally sweetened with a touch of honey and cinnamon, then toasted to perfection for a hearty crunch.

Kashi® GOLEAN® Waffles

GOLEAN Waffles, original or blueberry, are a tasty, high protein/fiber treat. These tasty waffles are made from the **Seven Whole Grains & Sesame** blend, are naturally sweetened and are full of plump, juicy blueberries.



***Kashi*[®] *GOLEAN*[®] Crunchy! Bars**

Kashi's latest introduction, *Kashi GOLEAN* Crunchy! Bars, like our original *GOLEAN* Bars, are full of soy protein and are high in fiber - so you stay energized and feel satisfied longer. You'll love these new, delightfully crunchy, frosted snack bars! *GOLEAN* Crunchy! Bars are available in three flavors: Chocolate Peanut Bliss, Sublime Lemon-Lime and Chocolate Caramel Karma.

***Kashi*[®] *GOLEAN*[®] Bars**

These delicious natural cereal bars are full of nutrients and flavor, to satisfy sweet "urges" throughout the day. The bars are great as an afternoon snack or as a take-along treat when traveling. Available now in a variety of flavors, including, Honey Vanilla Yogurt, Strawberries 'N Cream, Peanut Butter & Chocolate, Frosted Spice Cake, Cookies 'N Cream, Malted Chocolate Crisp, Mocha Java, Oatmeal Raisin Cookie and Chocolate Almond Toffee.

***Kashi*[®] *GOLEAN*[®] Ready-to-Drink Shakes**

Delicious and nutritious, *GOLEAN* shakes provide high quality protein that preserves muscle while burning fat. The fiber curbs cravings and keeps you full until your next meal. Available in vanilla and chocolate flavors.

***Kashi*[®] *GOLEAN*[®] Shake Mix**

Delicious and nutritious, *GOLEAN* powdered shakes provide 30 grams of high quality protein (when mixed with 1 cup fat free milk) and 7 grams of satisfying fiber to curb cravings until your next meal.

***Kashi*[®] *Good Friends*[™]**

***Kashi*[®] *Good Friends*[™] Cereal**

Good health and Good Friends! What could make life more enjoyable? That's why *Kashi* created *Good Friends*. It's pure natural nutrition and pure pleasure. This crunchy trio of flakes, twigs and granola is low fat and delivers 8 grams of fiber, almost one-third of your daily needs.

***Kashi*[®] *Good Friends*[™] Cinna-Raisin Crunch Cereal**

Good Friends Cinna-Raisin Crunch is a quartet of favorites all in one bowl – plump raisins, crunchy fiber blossoms, light and crispy flakes and a tasty new granola, all with a hint of real cinnamon. And, it's made from our unique blend of *Seven Whole Grains & Sesame*, delivering 10 grams of wholesome fiber, almost one-third of your daily need.

***Puffed Kashi*[®]**

***Puffed Kashi*[®] Cereal**

Puffed *Kashi* is great for everyone, especially those who are looking for a low-calorie cereal with no added sugar or salt. Many health care professionals recommend Puffed *Kashi* because it offers great taste and crunch without the sugar.



Honey Puffed *Kashi*[®] Cereal

Honey Puffed *Kashi* is a favorite for those who like a sweet cereal or snack. Unlike other honey puffed cereals, Honey Puffed *Kashi* has no oil added, so it has only 1 gram of fat per serving, plus the slightly toasty sweet flavor of real honey.

***Kashi*[®] Medley**

***Kashi*[®] Medley Cereal**

This delicious combination of raisins and apples, plus all natural o's, flakes, puffs and granola, harbors consumer's desire to mix breakfast cereals. We call it Medley.

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Seven Whole Grains & Sesame™: Delicious Diversity

In 1984, Kashi® Company set out to find a healthful vegetarian protein source. After months of mixing grains and seeds, they discovered an energy-sustaining complex carbohydrate, protein and fiber source by mixing wheat, rice, oats, barley, triticale, rye buckwheat and sesame seeds – which became Kashi’s trademark *Seven Whole Grains & Sesame* blend.

Most *Kashi* cereals, including *Heart to Heart*®, *Seven in the Morning™*, *Kashi® Good Friends™* Cereals, *Kashi® GOLEAN®* Cereals, Puffed *Kashi®*, Honey Puffed *Kashi®*, *Kashi®* Medley cereal, as well as *Kashi® TLC™* - Tasty Little Crackers and *Kashi® GOLEAN®* Waffles, contain the *Seven Whole Grains & Sesame* blend.

Hard Red Winter Wheat

Whole-wheat berries come in two main varieties: winter wheat and spring wheat. Approximately three-fourths of the wheat grown in the United States is winter wheat, which is fall-planted and an unusually hardy winter grain crop. Hard red winter wheat is higher in protein and gluten than spring wheat. In the United States the wheat belt covers the Ohio Valley, the prairie states, Eastern Oregon and Washington; Kansas leads states in production.

Long Grain Brown Rice

It is estimated that half the world’s population subsists wholly or partially on rice. Rice is intimately involved in the culture, as well as the food ways and economy of many societies. In Bali, rice is considered a gift of the gods and is tied to elaborate rituals. Chinese tradition holds that “the precious things are not pearls of jade but the five grains,” of which rice is first.

Generally, rice comes in short, medium and long grain. Delicate in flavor, long grain brown rice is higher in protein than short.

Oats

Originally cultivated in Northern and Eastern Europe, oats are one of the few grains that grow well in a moister, colder climate. Also a valuable source of soluble fiber, fat and protein, oats add a natural sweetness to food.

Barley

Barley was the favorite grain of ancient civilizations. Sweet and nutty in flavor, barley is the fourth most widely grown grain in the world.

Curiously, it had the reputation for being a strength food; gladiators were called “hordearii” or “barley men,” because it was the chief component of their training diet.

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Triticale

Triticale is an extremely nutritious, natural cross between durum wheat and rye. First produced and sold commercially in the 1970s, it is higher in protein and more nutrient-rich than its parents.

Rye

A staple grain, rye became popular in medieval times. Due to its distinct taste, it is most appealing when combined with other cereal grains. Rye has good protein content and is low in gluten.

Buckwheat

Hearty in flavor, buckwheat is known for its characteristic triangular-shaped grain. It is generally thought of as a cereal, but it's actually a seed-like fruit closely related to rhubarb.

Sesame Seeds

Sesame seeds are one of the oldest edible seeds. They come in a variety of colors depending on the plant variety, including shades of brown, red, black, yellow and most commonly, a pale ivory. Sesame was once credited with mystic powers. "Open sesame" was the magical password used to open the treasure cave in the classic tale "The Thousand and One Nights." The phrase refers to the fact that ripe sesame seedpods open with a pop at the slightest touch.

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***Kashi*[®] Gets to the Heart of the Matter with New
Heart to Heart[®] Cereal**

***The Only Cereal Created Specifically to Improve Heart Health,
Kashi*[®] *Heart to Heart*[®] Tackles Cholesterol and More**

LA JOLLA, Calif. – March 3, 2003 – With National Nutrition Month upon us, ***Kashi*[®]**, a leader in promoting health and wellness through all-natural foods, has created ***Heart to Heart*[®]**, a toasted oat cereal that gets to the heart of healthy eating. Dedicated to helping people with multiple aspects of heart health, in addition to cholesterol reduction, ***Kashi*** formulated ***Heart to Heart*** to include soluble fiber, vitamins, anti-oxidants and botanicals.

Crunchy and lightly touched with honey, ***Heart to Heart*** is a delicious combination of hearts and o's made with whole grain oats and ***Kashi's*** unique blend of ***Seven Whole Grains & Sesame*[™]**. ***Heart to Heart*** contains 1g of soluble fiber per serving. When used as part of a diet low in saturated fat and cholesterol that includes soluble fiber from whole grain oat foods, ***Heart to Heart*** may reduce the risk of heart disease by lowering cholesterol.

But the benefits don't stop there. Unlike other oat cereals, ***Heart to Heart*** combines nature and science by including beta carotene and lycopene, Vitamins E, C, B6, B12, folic acid, green tea and ActiVin[®] grape seed extract to not only help reduce cholesterol but also promote a strong, healthy heart and blood vessels.

"We want to raise awareness about coronary heart disease during National Nutrition Month because it takes more lives in the U.S. than any other illness," said Jeff Johnson, director of nutrition for Kashi Company. "***Heart to Heart*** is the only cereal specifically formulated to promote a healthy heart and artery system, as well as lower cholesterol. With more than half of all heart attacks happening to people with normal cholesterol levels, it's important to eat a cereal that doesn't just help lower cholesterol, but also promotes overall cardiovascular health."

Heart to Heart contains a carefully selected balance of ingredients that provide a variety of heart benefits, including:

- ***Cholesterol reduction:*** Soluble fiber combines with water and forms a gel in the digestive track and binds with cholesterol, reducing its reabsorption, which may lower the risk of cholesterol buildup. One serving of ***Heart to Heart*** cereal provides 1g of soluble fiber.



- *Blood vessel health:* Antioxidants assist the body's defense against damage caused by free radicals, the byproducts of normal cell metabolism. **Heart to Heart** contains several antioxidants including Vitamin E, lycopene, beta-carotene, green tea and ActiVin™ grape seed extract.
 - Vitamin E is a powerful antioxidant that may help protect blood vessels from free radical damage, and Vitamin C helps recharge Vitamin E levels.
 - Lycopene and beta-carotene have strong antioxidant activity and may protect against hardening of the arteries.
 - Green tea has potent free radical neutralizing properties.
 - ActiVin grape seed extract contains powerful antioxidants that may help protect the body against the buildup of fatty deposits on blood vessel walls.

- *Homocysteine balance:* Studies show there may be an association between high levels of homocysteine and increased risk of coronary heart disease (CHD). Vitamins B6, B12 and folic acid are essential to the breakdown of homocysteine, a byproduct of protein metabolism. **Heart to Heart** cereal contains 100 percent of the recommended daily intake for these nutrients.

- *Hypertension management:* **Heart to Heart** is low in sodium. With 90 mg per serving, **Heart to Heart** is lower in sodium than most popular oat cereals. Diets low in sodium may reduce the risk of high blood pressure, a major risk factor for CHD.

- *Weight management:* **Heart to Heart** is low fat and high in fiber, which may aid in weight reduction. Obesity is now recognized as a major risk factor for CHD.

Heart to Heart cereal is now available nationwide at grocery and natural food stores at a suggested retail price of \$2.79 - \$3.99 for a 12.4 ounce box. Products also may be purchased online at www.kashi.com.

About Kashi

Founded in 1984, Kashi Company's mission is to provide great tasting, all-natural and innovative foods that enable people to achieve their health, wellness and weight management goals. As proponents of "whole foods," Kashi strives to develop foods with healthy and nutritious ingredients that are less processed and free of artificial sweeteners, colors and preservatives. **Kashi** brands include: **Kashi**® **Good Friends**™ and **Kashi**® **Good Friends Cinna-Raisin Crunch**™ cereal; **Kashi**® **GOLEAN**® Cereals, Bars, Shakes and Waffles; **Puffed Kashi**® and **Honey Puffed Kashi**® cereals, **Kashi**® Medley cereal, **Kashi**® **Heart to Heart**®, **Kashi**® **TLC**™ - Tasty Little Crackers, **Kashi**® **Seven in the Morning**™ and **Kashi**® **Organic Promise**™ cereals. For more information, visit www.kashi.com or call the Kashi Company at (858) 274-8870.

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Kashi® Heart to Heart® Cereal
PRODUCT FACT SHEET

Description: *Kashi® Heart to Heart®* cereal includes a carefully selected balance of soluble fiber from natural whole grains, herbs, antioxidant vitamins and plant-derived nutrients to help maintain a strong, healthy heart and blood vessels.

Crunchy and lightly touched with honey, *Heart to Heart* is made from whole grain oats and Kashi's unique blend of *Seven Whole Grains & Sesame™*.

Nutrition Facts: One ¾ cup (33g/1.2 oz.) serving of *Heart to Heart* contains the following:
(% DV = percentage of daily value based on a 2,000 calorie diet)

Calories:	110	Vitamin B6:	100% DV
Total Fat:	1.5 g	Vitamin B12:	100% DV
Sodium	90mg	Vitamin C:	50% DV
Folic Acid:	100% DV	Vitamin E:	100% DV
Fiber:	20% DV (1g soluble, 4g insoluble)		
Vitamin A:	25% DV (100% from beta carotene)		

Benefits: *Soluble Fiber:* Combines with water and forms a gel in the digestive track and binds with cholesterol, reducing its reabsorption, which may lower the risk of cholesterol buildup

Beta Carotene and Lycopene: Strong antioxidants that assist the body's defense against oxidation damage caused by excess free radicals, the byproducts of normal cell metabolism. **Lycopene levels in one serving of Heart to Heart are equivalent to eating one medium size tomato!**

Vitamins E and C: Help protect blood vessels from free radical damage

B6, B12 and Folic Acid: Essential to the breakdown of homocysteine, a byproduct of protein metabolism

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Green Tea: Assists the body's defense against oxidation

ActiVin[®] Grape Seed Extract: Helps protect the body against the buildup of fatty deposits on blood vessel walls. The levels of **ActiVin grape seed extract found in one serving of *Heart to Heart* are equivalent to eating nearly a pound of grapes.**

Low Sodium: With only 90 mg of sodium per serving, ***Heart to Heart*** is lower in sodium than most popular oat cereals. Diets low in sodium may reduce the risk of high blood pressure, a major risk factor for coronary heart disease.

Average Retail Price: \$2.79 - \$3.99

Availability: *Kashi[®] Heart to Heart[®]* is available at grocery and natural food stores nationwide. Products may also be purchased online at www.kashi.com.

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HEART DISEASE FACT SHEET **Brought to you by: *Kashi*[®] *Heart to Heart*[®] Cereal**

About Heart Disease¹

- Coronary heart disease (CHD)², including heart attack, is the single largest killer of Americans, both men and women
- About every 29 seconds an American will suffer a coronary attack, and every minute someone will die from one
- 12.9 million Americans have CHD
- In 2000, CHD killed 681,000 people in the United States
- 47 percent of the people who experience a coronary attack in a given year will die from it
- Women are almost as likely as men to have CHD
- Almost half of men and women under age 65 who have a heart attack die within 8 years
- 15 percent of people who die from CHD are under age 65
- CHD rates in women after menopause are 2-3 times those of women the same age before menopause
- The lifetime risk of developing CHD after age 40 is 49 percent for men and 32 percent for women
- A 10 percent decrease in total cholesterol levels may result in an estimated 30 percent reduction in the incidence of CHD
- Nearly 20 percent of American adults age 20-74 have high serum cholesterol levels³

¹ Source: American Heart Association *Heart Disease and Stroke Statistics – 2003 Update*

² CHD = coronary heart disease; includes heart attack, chest pain or both

³ Source: National Center for Health Statistics



Getting What You Need to Promote Heart Health

Kashi® Heart to Heart® has been formulated to provide health benefits beyond the normal nutritional scope of everyday foods. It contains high levels of fiber, antioxidants and B Vitamins to help reduce the risk of cardiovascular disease and improve overall heart health. Here's how they work:

Fiber and Oats

- Three grams of soluble fiber daily from whole grain oat foods may reduce the risk of heart disease
- Soluble fiber combines with water and forms a gel in the digestive track and binds with cholesterol, reducing its reabsorption, which may lower the risk of cholesterol build-up
- Oats not only reduce cholesterol, but may lower blood pressure too (*Journal of the American Dietetic Association*, 1999)
- **One serving of Heart to Heart cereal provides 1g of soluble fiber from oats**

Antioxidants (found in lycopene, grape seed extract, green tea, Vitamins C & E)

- Antioxidants assist the body's defense against oxidation – damage caused by excess free radicals, the byproducts of normal cell metabolism
- Lycopene/beta carotene
 - Lycopene is the most potent antioxidant in the carotenoid family, which includes Vitamin A/beta carotene
 - Women with the highest intake of lycopene had 33 percent less risk of heart disease than women with lower levels of lycopene⁴
 - High intakes of beta carotene or high blood concentrations of this nutrient have been shown to reduce risk of various diseases, including cancer and heart disease⁵
 - **The level of lycopene in one serving of Heart to Heart is equivalent of eating one medium size tomato**
- Grape seed extract
 - Grape seed extract contains antioxidants called bioflavonoids that may help protect the body against the build up of fatty deposits on blood vessel walls
 - **The level of grape seed extract in one serving of Heart to Heart is equal to the antioxidant benefits gained from eating nearly a pound of grapes**
- Green tea
 - Polyphenols, antioxidants found in green tea, have potent free radical neutralizing properties
 - **One serving of Heart to Heart is formulated with 100 mg of decaffeinated green tea**

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⁴ American College of Cardiology – Women's Health Study (2002)

⁵ Source: *American Journal of Clinical Nutrition* (1997)



- Vitamins C and E
 - Vitamin C assists in the body's own collagen production, which keeps artery walls smooth, and it regenerates Vitamin E
 - Vitamin E reduced fatal heart attacks by 77 percent in heart patients⁶
 - **One serving of *Heart to Heart* cereal provides 100 percent of the Recommended Daily Intake (RDI) for Vitamin E and 50 percent of the RDI for Vitamin C**

Homocysteine (*High blood homocysteine levels more than five-fold increase chances for a stroke*)⁷

- Vitamins B6, B12 and folic acid are essential to the breakdown of homocysteine, a byproduct of protein metabolism
- B vitamins, including Vitamins B6, B12 and folic acid, reduced repeat artery narrowing after angioplasty by 48 percent⁸
- Hostility and stress increase homocysteine levels⁹
- ***Heart to Heart* contains 100 percent of the recommended daily allowance for Vitamins B6, B12 and folic acid**

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⁶ Source: *The New England Journal of Medicine* (Aug. 1997)

⁷ Source: American Heart Association; *Heart of the West* (2002)

⁸ Source: *Journal of the American Medical Association* (Nov. 2001)

⁹ Source: Ohio State University *Life Sciences* (April 2000)



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Kashi® GOLEAN® Crunchy! Bars
PRODUCT FACT SHEET

Description: *Kashi® GOLEAN®* Crunchy! Bars are the newest addition to the *GOLEAN®* family of cereals, bars, shakes and waffles. The new bars are full of protein and are high in fiber, and include a specific blend of Vitamins B₆, B₁₂, C and E, as well as folic acid, calcium, iron, magnesium and zinc to help people meet their daily needs. Studies have shown that people may not be getting enough of these important nutrients, especially when reducing calories for weight loss.

The *GOLEAN®* family of foods is based on a combination of high protein and high fiber. Fiber curbs cravings to help keep the body satisfied between meals and also helps stabilize blood sugar levels, while protein helps build lean muscle mass with exercise.

Kashi® GOLEAN® Crunchy! Bars are a light and crunchy snack in three delicious flavors: Sublime Lemon-Lime, Chocolate Caramel Karma and Chocolate Peanut Bliss.

Nutrition Facts: One 45g bar is a good source of protein, and a high fiber, low fat snack.

		% Daily Value**	
Calories:	140	Vitamin E:	35% DV
Total Fat:	3g	Folic Acid:	25% DV
Cholesterol:	20mg	Vitamin B₆:	25% DV
Sodium:	180mg	Vitamin B₁₂:	25% DV
Carbs:	26g	Calcium:	20% DV
Fiber:	5g		
Protein:	8g	Vitamin C:	15% DV
		Zinc:	15% DV
		Iron:	10% DV
		Magnesium:	10% DV

*Nutrition Facts based on Crunchy! Chocolate Caramel Karma flavor

**Percent Daily Values are based on a 2,000 calorie diet

Average Retail Price: \$1.19 - \$1.49

Availability: *Kashi® GOLEAN®* Crunchy! Bars are available at grocery and natural food stores nationwide and online at www.kashi.com.

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Need a Little TLC?

Kashi Goes to the Cracker Aisle for the First Time With All-Natural Tasty Little Crackers

LA JOLLA, Calif. – June 13, 2003 – *Kashi*[®], a leader in promoting health and wellness through all-natural foods, brings its expertise in creating tasty and healthy breakfast foods into the cracker and snack aisle for the first time with its introduction of *Kashi*[®] *TLC*[™] – Tasty Little Crackers.

Kashi strives to develop foods with healthy and nutritious ingredients that are less processed and free of artificial sweeteners, colors and preservatives. As a result, TLC sets a new standard for a hearty, all-natural snack food that tastes great.

The crackers contain mono-unsaturated fats, such as expeller-pressed canola or sunflower oil, instead of saturated fat or hydrogenated oils. The elimination of hydrogenated oils means that TLC crackers also do not contain any trans fat. A high intake of trans fat has been shown to increase both total and LDL (bad) cholesterol while lowering HDL (good) cholesterol.

"Kashi is thrilled to be able to offer our consumers a great tasting cracker that's also good for them," said Jeff Johnson, director of nutrition for Kashi Company. "With snacking more prevalent, this is an important, healthful addition to the nation's snack portfolio."

Kashi[®] *TLC*[™] – Tasty Little Crackers are available in four distinct and delicious flavors:

- **Original 7-Grain TLC** – Includes Kashi's proprietary blend of oats, hard red winter wheat, rye, long grain brown rice, triticale, barley, buckwheat and sesame seeds.
- **Natural Ranch TLC** – Combines the rich tangy flavor of buttermilk with a garden veggie taste and zesty herbs and spices.
- **Honey Sesame TLC** – Offers the perfect mix of natural honey and nutty sesame flavors.
- **Country Cheddar TLC** – Combines real cheddar cheese with Kashi's proprietary blend of *Seven Whole Grains & Sesame*[™].

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Kashi[®] TLC[™] – Tasty Little Crackers are available nationwide at grocery and natural food stores at a suggested retail price of \$2.69. Visit www.kashi.com for store locations or to purchase Kashi products online.

About Kashi

Founded in 1984, Kashi Company's mission is to provide great tasting, all-natural and innovative foods that enable people to achieve their health, wellness and weight management goals. As proponents of "whole foods," Kashi strives to develop foods with healthy and nutritious ingredients that are less processed and free of artificial sweeteners, colors and preservatives. Kashi brands include: **Kashi[®] Good Friends[™]** and **Kashi[®] Good Friends Cinna-Raisin Crunch[™]** cereal; **Kashi[®] GOLEAN[®]** Cereals, Bars, Shakes and Waffles; **Puffed Kashi[®]** and **Honey Puffed Kashi[®]** cereals, **Kashi[®] Medley** cereal, **Kashi[®] Heart to Heart[®]**, **Kashi[®] TLC[™]** - Tasty Little Crackers, **Kashi[®] Seven in the Morning[™]** and **Kashi[®] Organic Promise[™]** cereals. For more information, visit www.kashi.com or call the Kashi Company at (858) 274-8870.

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