

Contact: Alex Anzalone

Formula
619-234-0345
anzalone@formulapr.com

For Immediate Release

KASHI INTRODUCES CRISPY THIN CRUST FROZEN PIZZAS WITH SEVEN WHOLE GRAINS

Three Thin Crust Pizzas Join Kashi Family

LA JOLLA, Calif. (January 9, 2008) – Kashi Company, the premier natural food company, today announced that it will expand its current all-natural frozen pizza family with three new *Kashi*[™] All-Natural Thin Crust Frozen Pizzas. The thin and crispy crust made with whole grains is complimented by flavorful, vegetarian toppings, making the pizzas a nutritious and easy-to-prepare meal idea.

“Our new thin crust pizzas feature a light, crispy crust that’s made with our unique blend of *Seven Whole Grain and Sesame* plus flax seeds,” says Sarah Lowrey Ceccarelli, *Kashi* brand manager and nutritionist. “Topped with flavorful sauces and savory vegetable combinations, our pizzas offer a delicious eating experience in every bite, in addition to providing the nutrition of whole grains, fiber, protein and ALA Omega-3s.”*

For a twist on the original *Kashi*[™] All-Natural Frozen Pizzas, which are made with stone-fired crusts, the new pizzas feature a thin wood-fired crust made with the all-natural goodness of the signature *Kashi Seven Whole Grain and Sesame* blend. Ground whole flax seeds provide 260 mgs of ALA Omega-3 fatty acids, complimenting the four grams of fiber, 14 grams of protein and 11 grams of whole grains in each serving.

The new line of thin crust pizzas feature three tasty flavor combinations including:

- **Roasted Vegetable:** Artichokes, broccoli florets, fire roasted red peppers and onions drizzled with a touch of balsamic vinaigrette complement a flavorful tomato-pesto sauce and a blend of mozzarella and provolone cheeses.
- **Mushroom Trio & Spinach:** Topped with shiitake, baby portobello and champignon mushrooms as well as scrumptious spinach, this pizza features a savory tomato parmesan sauce.
- **Tomato Garlic Cheese:** Mozzarella and provolone cheeses are paired with ripened red tomatoes atop a tasty tomato and herb-infused sauce.

“Our thin crust pizzas blend exciting flavors and textures with positive nutrition to create convenient meals that taste great. I like to complement mine with a fresh, organic salad,” says Ceccarelli.

Kashi[™] All-Natural Thin Crust Frozen Pizzas are available in 11.9 to 12.3-ounce offerings and contain three servings per pizza. All of the thin crust pizzas are vegetarian options, and will be available at retailers nationwide beginning January 2008. *Kashi*[™] All-Natural Thin Crust Frozen Pizzas will join the existing *Kashi*[™] All-Natural Frozen Pizza family, which include Five Cheese Tomato, Mediterranean and Roasted Garlic Chicken.

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: *Kashi*[®] *GOLEAN*[®] cereals, hot cereal, bars, shakes and waffles; *Kashi*[®] *Heart to Heart*[®] cereals, 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; and *Kashi*[™] Pilaf. For more information visit www.kashi.com.

*Please see package for additional nutrition information.

###