



Contact: Katie Williams
Formula
619-234-0345
Williams@formulapr.com

For Immediate Release

KASHI COMPANY CHALLENGES PEOPLE EVERYWHERE TO GET OFF THEIR RUMP

*Premier Natural Food Company Offers Free Granola Sample and Fun Ways
to Get Up and Moving*

LA JOLLA, Calif. (May 7, 2008) – Kashi Company, the premier natural food company, is on a mission to get everyone up off their rump with the help of Kashi® granola made with 7 *Whole Grains and Sesame*. While supplies last, Kashi will give away free samples of its *Mountain Medley™* granola to people who log on to www.kashi.com. And because its granola helps people feel good with its signature 7 whole grains and 6 grams of fiber and protein per serving, Kashi hopes it will inspire everyone to embrace better nutrition and also get moving.

“At Kashi, we’re on a mission to help people achieve their personal health and wellness goals, and we also know that people need a little nudge every now and then. Whether you’ve created new goals or need a little push to reach the ones you’ve already set, our granola is a great place to start. It helps your body work better so you feel better,” says Sarah Ceccarelli, *Kashi* brand manager and nutritionist.

How can granola get you off your rump? The more active you are the more energy you need and each serving of *Kashi* Granola is packed with positive nutrition, including more than two full servings of whole grains and 300 mg of ALA Omega-3 to keep you moving. *Kashi® Mountain Medley™* granola includes a blend of dried fruit, crunchy nuts and whole grain clusters that can be enjoyed as a snack on the go, as a yogurt topping or as a cereal.

“Whether you need some encouragement to take part in activities that can be enjoyed in the backyard, around town with friends, or in the great outdoors, with the tips we’ve posted online, we’re hoping everyone will find something that will motivate them to get off their rump and become more active,” continues Ceccarelli.

Please visit www.kashi.com to receive your free granola sample and to join others who are on their personal journey to achieving their best life.

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*[®] *GLEAN*[®] cereals, hot cereal, bars, shakes and waffles; *Kashi*[®] *Heart to Heart*[®] cereal; *Kashi*[®] *Heart to Heart*[®] instant oatmeal and waffles; *Kashi*[®] 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*[®] *Viv*[®] Digestive Wellness cereal, *Kashi*[®] *Good Friends*[®] and *Kashi*[®] *Good Friends*[®] *Cinna-Raisin Crunch*[®] cereals; *Kashi* *Mighty Bites*[™] cereal; *Kashi*[®] *Organic Promise*[®] cereals; *Kashi*[®] *TL*[™] Crackers, Crunchy Granola Bars, Chewy Granola Bars and *Kashi*[™] *TLC*[™] Cookies; *Kash*[®] All-Natural Frozen Entrées; and *Kashi*[™] Pilaf. For more information visit www.kashi.com.

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