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KASHI COMPANY CHALLENGES PEOPLE TO SNACK BETTER

Pioneering Health Food Brand Hosts National Snack Drive

LA JOLLA, Calif. (September 10, 2007) – Kashi Company, the premier natural food company, plans to help rid the world of a million bad snacks¹ with a national Kashi Snack Drive. As part of the drive, Kashi will give away snacks in four U.S. cities – San Diego, Chicago, Boston and New York City from Sept. 15-30 – and encourage people to trade in what they consider questionable snacks for more nutritious *Kashi*[®] ones made with all natural ingredients such as whole grains, nuts and fruit.

People will be invited to sample tasty nutritious snacks including *Kashi*[®] *TLC*[™] granola bars, crackers and cookies at a Kashi Snack Drive booth manned by Kashi employees. Those who can't attend one of the four snack drives can log on to www.kashi.com to join the fun and receive a free *Kashi*[®] snack. The free online sample is valid now until the end of September or while supplies last.

The Kashi Snack Drive schedule from Sept. 15-30 is as follows:

- **San Diego** September 15 6:00 a.m. – 12:00 p.m.
Balboa Park Heart Walk, at Park Blvd & Zoo Drive
- **Chicago** September 21 11:00 a.m. – 5:00 p.m.
Water Tower Place, 835 N. Michigan Avenue & East Chestnut St. (in mall on first shopping level across from The Sharper Image)
- **Boston** September 28 11:00 a.m. – 5:00 p.m.
Faneuil Hall Market Place, Merchant Row & Chatham Street
- **New York City** September 30 11:00 a.m. – 5:00 p.m.
South Street Seaport, Fulton and South Streets, Pier 17

Look for the people handing out snacks.

“At Kashi we think snacking can be fun and good for you,” said Jeff Johnson, senior brand manager and nutritionist for Kashi Company. “We want to show that you can satisfy your snack craving with nutritious food that also tastes great.”

(more)

¹ See www.Kashi.com for more nutritional information.

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: *GLEAN*[®] cereals, bars, shakes and waffles; *Kashi*[®] *Heart to Heart*[®] cereal, instant oatmeal and waffles; *Kashi*[®] 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *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 and Chewy Granola Bars and Cookies; and *Kashi*[™] Pilaf. For more information visit www.kashi.com.

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