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KASHI COMPANY ADDS TWO NEW 7 WHOLE GRAIN GRANOLA FLAVORS

Summer Berry and Cocoa Beach™ Join Expanding Granola Family

LA JOLLA, Calif. (February 5, 2008) – Kashi, the 7 whole grains company, today added two new flavors to its *Kashi™* Granola family: *Summer Berry* and *Cocoa Beach™*. The new granolas offer a sweet escape from the ordinary by featuring a nutritious blend of goodies including sun-sweetened dried fruit, crunchy nuts, and Kashi's signature 7 whole grains.

“As the perfect start to any morning or for a snack on the go, we created the new *Summer Berry* and *Cocoa Beach* granolas to be naturally tasty and provide real food nutrition,” said Sarah Lowrey Ceccarelli, Kashi brand manager and nutritionist. “That’s why we included ingredients like fruits, nuts and delightfully crunchy whole grain clusters in every bite.”

Consistent with Kashi's tradition of creating good-for-you foods, each serving of *Kashi* Granola delivers powerful nutrition with at least 300 mg of ALA Omega 3 fatty acids, a good fat your body needs, two full servings of whole grains, and 6 grams of fiber.* The granolas are made with no unnecessary preservatives or artificial additives and feature only all-natural ingredients such as golden honey to delight the senses.

The new flavors join Kashi's existing granolas, *Mountain Medley™* and *Orchard Spice™*, to bring you more delicious and exotic flavors. *Summer Berry* offers crunchy 7 whole grains clusters with a touch of honey and vanilla, combined with ripe strawberries, whole blackberries and tangy sweet kiwis. *Cocoa Beach* features a tropical blend of almonds, coconut and rich chocolatey clusters made from 7 whole grains and natural cocoa.

Kashi Granola in *Summer Berry* and *Cocoa Beach* will be sold in grocers' cereal aisles nationwide beginning in January 2008.

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: *GOLEAN®* 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® 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 *TLC™* Cookies; *Kashi®* All Natural Frozen Entrées and *Kashi™* Pilaf. For more information visit www.kashi.com.

*Please see package for additional nutrition information.