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**For Immediate Release**

***HEALTH* MAGAZINE NAMES KASHI MULTIPLE WINNER IN 2007 “BEST OF FOODS” AWARDS**

*Panel of Industry Experts Recognizes **Kashi**<sup>®</sup> Products in Three Key Categories*

LA JOLLA, Calif. (April 23, 2007) – Kashi Company, the premier natural foods company, is pleased to announce that three *Kashi*<sup>®</sup> foods have been selected as winners in *Health* Magazine’s second annual “Best of Food” Awards. *GOLEAN* Crunch!<sup>™</sup> Honey Almond Flax was selected as best cereal, *TLC*<sup>™</sup> cookies Oatmeal Raisin Flax was named winner of the best cookie category and *Kashi*<sup>™</sup> All-Natural Entrées Black Bean Mango took the prize for vegetarian frozen entrees sampled. The full list of winners will be announced in a special report in the May issue.

“At Kashi, we are constantly working to create foods that people can feel great about enjoying, and we are thrilled that *Health* Magazine considered three of our newest foods the ‘Best in Food,’” said Jeff Johnson, senior brand manager and nutritionist for Kashi. “Each product features our unique blend of Seven Whole Grains & Sesame, are all-natural and taste great, giving people a variety of meal and snack options that are good for their bodies.”

This year, *Health* Magazine assembled a panel of industry specialists to review hundreds of new products. They scored the foods using criteria that included taste, nutritional value, and convenience. Panelist feedback regarding winning products included:

- *Kashi*<sup>®</sup> *GOLEAN* Crunch!<sup>™</sup> Honey Almond Flax Cereal – “Packed full of almonds, this nutty and crunchy mix is just sweet enough. Simply add milk and you are set to start your day.”
- *Kashi*<sup>®</sup> *TLC*<sup>™</sup> Cookies, Oatmeal Raisin Flax – “Packed with walnuts, flax seeds, and chewy raisins, these thick and filling cookies hit the spot. And if you’re going to splurge on a sweet, one with 4 grams of fiber and less than 10 grams of sugar is a good choice.”
- *Kashi*<sup>™</sup> All Natural Frozen Entrées, Black Bean Mango – “We love the delicious combo of healthy black beans, roasted red peppers, and chewy whole grains in a tangy mango sauce. It also happens to be an excellent source of vitamin A and iron.”

“We are very excited that the *Health* Magazine “Best of Food” Awards judges valued the positive nutritional properties and excellent flavor of our *Kashi*<sup>®</sup> products,” Johnson says. “We like to make foods that people can enjoy, while providing the nutrition they need, like whole grains, fiber and Omega-3s.”

### **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*<sup>®</sup> brands include: *GLEAN*<sup>®</sup> cereals, bars, shakes and waffles; *Kashi*<sup>®</sup> *Heart to Heart*<sup>®</sup> cereal, instant oatmeal and waffles; *Kashi*<sup>®</sup> 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; *Kashi*<sup>®</sup> *Vive*<sup>™</sup> Digestive Wellness cereal; *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> and *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> *Cinna-Raisin Crunch*<sup>®</sup> cereals; *Kashi* *Mighty Bites*<sup>™</sup> cereal; *Kashi*<sup>®</sup> *Organic Promise*<sup>®</sup> cereals; *Kashi*<sup>®</sup> *TLC*<sup>®</sup> Crackers, Crunchy Granola Bars, Chewy Granola Bars and *TLC*<sup>™</sup> Cookies; *Kashi*<sup>™</sup> All Natural Frozen Entrées and *Kashi*<sup>™</sup> Pilaf. For more information visit [www.kashi.com](http://www.kashi.com).

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