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**The Future's More Promising
with
New Kashi® Organic Promise
Cereal**

LA JOLLA, CA -- (October 3, 2002) – Americans looking for a mouth-watering, organic cereal need to look no further. Kashi, a leader in promoting health and wellness through all natural, whole grain foods, is pleased to announce the introduction of Kashi® Organic Promise™ Autumns Wheat cereal, two innovative and great tasting organic cereals.

On October 21, 2002, the USDA will debut the National Organic Standards, the strictest and most comprehensive rules for the handling and processing of organic foods anywhere in the world. Kashi Organic Promise will be one of the first items on supermarket shelves to feature the new “USDA Organic” symbol, indicating an item is at least 95% organic.

Kashi Organic Promise is available in two varieties, Strawberry Fields™ and Cranberry Sunshine™. Each flavor is a delicious and simple combination of whole organic grains paired with premium organic fruit, harvested at the peak of ripeness. Kashi Organic Promise cereals feature large slices and whole pieces of sun-sweetened organic berries that look and taste like fresh-picked fruit.

For those who love the taste of fresh strawberries on their cereal, **Strawberry Fields** is the ideal choice. Featuring light and crispy long-grain rice and whole wheat flakes, Strawberry Fields is the first certified organic cereal with large slices of organic strawberries and raspberries. Each spoonful truly captures the sweetness and taste of each berry.

Cranberry Sunshine is the first certified organic whole corn cereal to include premium organic dried cranberries as well as a special variety of whole organic corn. Lightly toasted, the Cranberry Sunshine corn flakes use a whole kernel of corn per flake and offer a unique and hearty crispness along with authentic corn taste and texture.

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Kashi's Organic Promise cereals are available nationwide at select grocery and natural foods stores, including Whole Foods, Wild Oats, and Trader Joe's, at a suggested retail price of \$3.79 - \$3.99. Kashi products may also be ordered online at www.kashi.com.

"More than ever, consumers are trying to make the best possible choice for the health of themselves and their families," said Jeff Johnson, director of nutrition, Kashi Company. "People are choosing to eat organically for health reasons, and the National Organic Standards give consumers the confidence in knowing they are purchasing foods that are grown without pesticides and genetically modified organisms. Kashi Organic Promise are not only great organic breakfast options for these consumers, but they are some of the best-tasting cereals on the market today."

About The Organic Industry and the National Organic Standards

With more than 40% of Americans currently purchasing organic foods, a consumer revolution is in full swing. And it's growing. By 2005, organic food sales will reach \$20 billion, roughly 4% of the American food supply.

Designed to increase consumer confidence, the USDA's National Organic Standards offer a national definition for the term "organic" and specifically prohibit the use of pesticides and genetically modified organisms (GMOs). These Standards provide strict guidelines for the methods, practices and substances that can be used in producing and handling organic crops and livestock, as well as processed products. The Standards also specifically prohibit the use of genetic engineering methods, ionizing radiation and sewage sludge for fertilization.

The Standards also establish clear organic labeling criteria for all organic food items. Now, for foods to be labeled as "organic" and to feature the green and white USDA Organic seal, they must contain between 95 and 100% organic ingredients. Kashi Organic Promise is one of the few brands available that can prominently display this hard-earned designation. Organic Promise's grains, fruits and sweeteners are all certified organic and are grown without synthetic chemicals or genetic modification, resulting in great-tasting organic cereals with minimal processing.

About Kashi

At Kashi Company, our mission is to provide great tasting, all natural and innovative foods that enable people to achieve optimal health, wellness and weight management goals. All Kashi products are natural, minimally processed, and free of highly refined sugars, artificial additives and preservatives. Kashi brands include: Kashi GoLEAN® Natural Slimming System Cereals, Bars, Shakes and Waffles; Kashi Good Friends™ cereals; Kashi® Heart to Heart™ cereal; Puffed Kashi® and Honey Puffed Kashi® cereals, Kashi® Medley cereal; Kashi TLC™ Tasty Little Crackers and new Kashi Organic Promise cereals. For more information about Kashi or the USDA organic standards, visit www.kashi.com.

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