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## **KASHI COMPANY EXPANDS WITH NEW ISLAND VANILLA™ BISCUIT CEREAL**

*New Cereal Adds a Hint of Sweetness Through Simple Ingredients*

LA JOLLA, Calif. (March 31, 2009) – Kashi Company, the premier natural food company, today announced the launch of Island Vanilla™, a wheat cereal that marries pure ingredients with real vanilla to create a wholesome, naturally sweet breakfast paradise.

“Pure vanilla has such a delicate, unique flavor that *Island Vanilla* brings to life,” says Keegan Sheridan, natural food and lifestyle expert for Kashi. “And although our ingredient list is simple, we think the taste is anything but. Plus, each serving has a whole day’s serving of whole grains, making *Island Vanilla*’s a nutritious way to enjoy your breakfast.”

*Island Vanilla* begins with finely-shredded wheat pieces that are woven together to create light, tasty whole grain biscuits. These pieces are then naturally sweetened using evaporated cane juice crystals that are infused with organic vanilla extract. Within the rugged wheat layers are finely ground vanilla beans that gently drift loose while floating in milk.

Just like Kashi’s other *Organic Promise* woven biscuit cereals *Autumn Wheat*® and *Cinnamon Harvest*®, *Kashi’s Island Vanilla Cereal* contains no artificial ingredients and is free of highly refined sugars, artificial additives and preservatives. Every serving provides superior nutrition with 48 grams whole grains per serving, six grams of fiber and protein and minimal sugar, containing less than nine grams per serving. It is 95 percent organic and USDA Organic – certified Organic by Quality Assurance International.

Kashi’s new *Island Vanilla* cereal will be sold in grocer aisles nationwide beginning in January 2009. For more information please visit [www.kashi.com](http://www.kashi.com).

### **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> chewy and crunchy granola bars, fruit & grain bars, soft-baked cereal bars, *Kashi*<sup>®</sup> *TLC*<sup>®</sup> party and snack crackers, and *Kashi*<sup>™</sup> *TLC*<sup>®</sup> chewy cookies; *Kashi*<sup>®</sup> All Natural Frozen Entrées; *Kashi*<sup>™</sup> All Natural Frozen Pizzas, *Kashi*<sup>®</sup> *Honey Sunshine*<sup>™</sup> cereal, *Kashi* *U*<sup>™</sup> and *Kashi*<sup>™</sup> 7 Whole Grain Pilaf.

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