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For Immediate Release

KASHI TOSSES UP TWO NEW SEVEN WHOLE GRAIN FROZEN PIZZAS

Kashi Introduces Unique Flavor Combinations to its Current All-Natural Frozen Pizza Family

LA JOLLA, Calif. (April 28, 2009) – Kashi Company, the premier natural food company, has added two new flavors to its current all-natural frozen pizza family: Mexicali Black Bean Thin Crust and Sicilian Veggie, its first vegan and cheese-less offering. The new pizzas blend Kashi’s signature *Seven Whole Grain and Sesame* and flax seed crust with a variety of flavorful vegetable toppings, making pizza both a tasty and good-for-you option.

“At Kashi, we believe that a healthy life should be about eating nutritious foods that you enjoy,” explains Keegan Sheridan, natural foods and lifestyle expert for Kashi. “Knowing that pizza is an American favorite, we wanted to introduce delicious, new flavor profiles to our already popular line of pizza offerings in an effort to provide appetizing options for all types of taste palettes.”

The Kashi All-Natural Frozen Pizzas provide positive nutrition in each bite with at least 9 grams of whole grains, 4 grams of fiber, 11 grams of protein and 340mg of ALA Omega-3s per serving.

The new flavor combinations include:

- **Mexicali Black Bean:** Combining the perfect balance of savory and spicy flavors, this pizza brings to life tastes from south of the border. The nutritious, whole grain crust is first topped with a spicy black bean and tomato sauce blend, which is then layered with mozzarella and cheddar cheeses and a mouth-watering combination of fire roasted corn, tomatillos, poblano peppers, and red peppers.
- **Sicilian Veggie:** Experience taste inspirations from the south of Italy with this new stone fired pizza. This pizza blends all-natural ingredients and appealing flavors with its caramelized onions, grilled eggplant, fire roasted red peppers and kale that lay on top of a balsamic infused white bean tomato sauce.

“We created these pizzas as part of our effort to help people understand that positive nutrition can also taste great. By simply pairing either of these pizzas with a fresh salad, you can have a flavorful and nourishing meal in just minutes,” says Sheridan.

Kashi All-Natural Frozen Pizzas are available in 11.9 to 13.6-ounce offerings and contain three servings per pizza. These new pizzas are now available and have joined the existing Kashi All-Natural Frozen Pizza family in retailers' freezers nationwide.

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*[®] *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, Cereal Bars and *Kashi*[™] *TLC*[™] Cookies; *Kashi*[®] All Natural Frozen Entrées; *Kashi*[™] All Natural Frozen Pizzas, *Kashi*[®] Honey Sunshine cereal, *Kashi* U[™] and *Kashi*[™] 7 Whole Grain Pilaf.

*Please see package for additional nutrition information.

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