



Contact: Katie Williams
Formula
619-234-0345
Williams@formulapr.com

KASHI COMPANY DEBUTS HEART TO HEART™ WHOLE GRAIN CRACKERS

New Snack Crackers Offer a Tasty Way to do More for Your Heart

LA JOLLA, Calif. (June 2, 2009) – Kashi Company, the premier natural food company, today announced the addition of whole grain crackers to its *Heart to Heart™* family of foods. The new whole wheat crackers are as delicious as they are nutritious, featuring pioneering ingredients including plant sterols and antioxidants, making them the first nationally distributed crackers to provide more for your heart.

Similar to the other *Kashi® Heart to Heart™* offerings, the crispy whole grain crackers offer six natural antioxidants to help support healthy arteries: extracts from green tea, white tea and grape seed, vitamins E and C, and beta carotene. In addition, these ground-breaking crackers contain plant sterols, a natural extract found in a variety of plants that may help lower cholesterol.* They are also low in sodium to help promote healthy blood pressure. *Heart to Heart™* crackers contain .4 grams of plant sterols and just 75-85 grams of sodium per serving.

“Although we made *Heart to Heart™* crackers with natural whole grains, we didn’t stop there. We added more heart-healthy ingredients to help reduce cholesterol, support healthy arteries and promote healthy blood pressure,” said Keegan Sheridan, natural food and lifestyle expert for Kashi. “Plus, with zero grams of trans fat and saturated fat, they are great for snacking right out of the box or as a base for your favorite toppings.”

Kashi® Heart to Heart™ Whole Grain Crackers are available in two tasty flavors: Original, which features a dash of sea salt to taste, and Roasted Garlic, offering a zesty kick of garlic. “We hope you will delight in the hearty goodness of this delicious whole grain cracker. With *Kashi® Heart to Heart™ Whole Grain Crackers*, you can enjoy a heart healthy snack with the taste and nutrition your heart desires,” says Sheridan.

Kashi® Heart to Heart™ Whole Grain Crackers will be available at retailers nationwide beginning in June. For more information, please visit www.kashi.com.

*Foods containing at least .4 grams per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least .8 grams, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Kashi Heart to Heart crackers supplies .4 grams of plant sterol esters.

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

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