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For Immediate Release

**KASHI BRINGS A TASTE OF THE CARIBBEAN TO
FROZEN PIZZA**

Kashi Adds Inviting Island Flavor to its Current All Natural Frozen Pizza Family

LA JOLLA, Calif. (October 13, 2009) – Kashi Company, the premier natural food company, adds a new zest to its current all natural frozen pizza family with the introduction of Caribbean Carnival. The new pizza blends a fusion of tropical flavors with Kashi’s signature *Seven Whole Grain and Sesame* and flax seed crust, creating an original, delicious and better-for-you option in the frozen pizza aisle.

“We work hard to create great-tasting, natural foods that make it simple and enjoyable for people to incorporate positive nutrition into their lives,” says Keegan Sheridan, natural food and lifestyle expert for Kashi. “Knowing that people enjoy a variety of flavors and taste preferences, we created our Caribbean Carnival pizza to satisfy palettes with appealing flavor profiles and alluring aromas inspired by the tropics.”

Kashi[™] All Natural Caribbean Carnival Pizza combines a variety of distinctive ingredients to create a perfect balance of sweet and fiery flavors. The nutritious, whole grain crust is layered with a guava jerk sauce that is then topped with mozzarella cheese, plantains, kale, roasted red onions, tomatoes, and diced mangoes.

Similar to Kashi’s existing family of all natural frozen pizzas, the Caribbean Carnival pizza provides positive nutrition in each flavorful bite with 9 grams of whole grains, 14 grams of protein and 300mg of ALA Omega-3s per serving. The new pizza also delivers 5 grams of fiber in every serving.

Kashi All Natural Caribbean Carnival Frozen Pizzas provide three servings and are now available in retailers’ freezers nationwide. For more information please visit 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*[®] brands include: *GLEAN*[®] cereals, bars, shakes and waffles; *Kashi*[®] *Heart to Heart*[®] cereal, instant oatmeal and waffles; *Kashi*[®] *Heart to Heart*[™] crackers; *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*[®] *Autumn Wheat*[®], *Strawberry Fields*[®], *Cinnamon Harvest*[®] and *Island Vanilla*[®] 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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