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For Immediate Release

KASHI COMPANY INTRODUCES 7 WHOLE GRAIN GRANOLA

Pioneering Health Food Brand Launches Welcomed Addition to Cereal Offerings

LA JOLLA, Calif. (May 15, 2007) – Kashi Company, the premier natural food company, today announced the introduction of *Kashi*[™] Granola, a cereal that features an all-natural blend of delicious fruits, nuts and seven whole grains. While Kashi has developed a comprehensive family of all-natural foods including cereal, bars, crackers and whole grain cookies, this is Kashi's first granola cereal.

“Our granola cereal was created for the individual who wants to eat a great-tasting granola with equally great nutrition. Many granolas currently on the market taste great, but do not deliver the seven whole grains and Omega-3 found in *Kashi*[™] Granola,” said Jeff Johnson, senior brand manager and nutritionist for Kashi. “We saw the opportunity to create a seven whole grain granola cereal that tastes great.”

Kashi[™] Granola is packed with delicious flavors and hearty textures in every bite. Along with the perfectly toasted seven whole grain clusters, Kashi's *Mountain Medley*[™] offers sundried cranberries and raisins; crunchy almonds, pecans and whole sunflower seeds; and a pinch of coconut. The *Orchard Spice*[™] flavor includes crispy apples, sweet spices, rich pecans, plump raisins and whole flax seeds.

In addition to its great taste, each serving of *Kashi*[™] Granola delivers powerful nutrition with 300 mg ALA Omega-3, plus an excellent source of fiber and over two full servings of whole grains.* Kashi also uses other all-natural ingredients such as golden honey, maple, and ground spices while avoiding preservatives and unnecessary additives.

“At Kashi, our passion is creating great-tasting natural foods to help people live their best lives,” said Johnson. “Our granola can be enjoyed as a morning cereal, a topping for yogurt, or as a nutritious afternoon snack. People want that magical balance of great taste and nutritious eating in their everyday lives.”

Kashi[™] Granola will be available in grocers' cereal aisles nationwide beginning in May.

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 and *TLC*[™] Cookies; *Kashi*[®] All Natural Frozen Entrées and *Kashi*[™] Pilaf. For more information visit www.kashi.com.

*Please see package for additional nutrition information.

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