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For Immediate Release

**KASHI COMPANY INTRODUCES NEW
ALL-NATURAL FROZEN PIZZAS**

*Natural Food Company Combines Delicious Toppings with its Signature Whole Grains and Flax Seeds to
Create Mouthwatering Pizzas*

LA JOLLA, Calif. (April 12, 2007) – Kashi Company, the premier natural food company, today announced that it will add all-natural frozen pizzas to its frozen food offerings. Made with minimally processed ingredients, *Kashi*[™] All-Natural Frozen Pizzas are a nutritious and delicious choice.

“Our pizzas feature flavorful natural ingredients paired with a one-of-a-kind crust made from our signature blend of seven whole grains,” says Jeff Johnson, Kashi senior brand manager and nutritionist. “Our pizza is tasty and convenient, and the whole grains, fiber and Omega-3s make it deliciously good for you.”

Kashi All-Natural Frozen Pizzas feature a great tasting, stone-fired signature *Kashi*[™] Seven Whole Grain and Sesame blend crust complemented with flax seeds, providing 260 mgs of ALA Omega-3 fatty acid. Each serving provides between four and five grams of fiber, eight grams of whole grains, and 15 to 19 grams of protein.*

The new line of pizzas features enticing ingredients including:

- **Five Cheese Tomato** – Featuring a rich tomato sauce infused with an aromatic herb blend, the Five Cheese Tomato pizza is topped with a blend of mozzarella, yellow and white cheddar, asiago and parmesan cheeses, and topped with red ripened tomatoes.
- **Mediterranean** – A unique roasted red pepper pesto sauce with tomatoes adds a savory Mediterranean flavor to this pizza, which is complemented by spinach, fire roasted red onions and sweet red peppers on a signature blend of cheeses including mozzarella, yellow and white cheddar, asiago and feta.
- **Roasted Garlic Chicken** – Tender natural chicken roasted to perfection is paired with fire roasted sweet peppers and a blend of mozzarella, asiago, and yellow and white cheddar cheeses with a roasted garlic sauce.

“We've created the perfect balance between amazing flavors and positive nutrition with our new pizzas,” said Johnson.

Kashi All-Natural Frozen Pizzas are available in 12.5 to 13-ounce offerings and contain three servings per pizza. The Mediterranean and Five Cheese Tomato pizzas are vegetarian options. The new line will be available at retailers nationwide in July 2007.

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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