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**KASHI COMPANY ADDS TWO NEW FAMILY-FRIENDLY CHOICES TO ITS
LINE OF GOOD-FOR-YOU FOODS MADE WITH WHOLE GRAINS**

***Honey Sunshine™ Cereal and TLC™ Cereal Bars Provide Positive Nutrition
And a Tasty Eating Experience the Whole Family Will Enjoy***

LA JOLLA, Calif. (July 14, 2008) – In an effort to make it easy for families everywhere to jumpstart their day with foods they can feel good about, Kashi Company, the premier natural food products company, today debuted two new foods: *Kashi®* Honey Sunshine™ cereal, a whole grain honey-kissed cereal, and *TLC™* Tasty Little Cereal Bars, soft-baked cereal bars with a naturally sweet, real fruit center.

“At Kashi, we’re growing our family to please the many tastes of yours,” says Sarah Ceccarelli, senior brand manager and nutritionist for Kashi. “Our new *Honey Sunshine* cereal offers a flavor the whole family will enjoy for breakfast or healthy snacking right out of the box. Our *TLC* cereal bars are the perfect answer for those looking for a nutritious start to their day or for a snack on the go.”

Made with Kashi’s signature *Seven Whole Grains & Sesame®* blend, *Kashi®* Honey Sunshine cereal contains a winning combination of whole grains and fiber. Made using snackable, crispy pillow-shaped cereal bites that are baked with just the right touch of naturally sweet honey, each delicious serving offers 20 grams of whole grains, more than one-third of the daily recommended amount*, and 6 grams of fiber.

The new, all-natural *TLC™* cereal bars also feature *Kashi Seven Whole Grains & Sesame®* blend, soft-baked around a filling made with real fruit. Available in three tasty flavors -- Ripe Strawberry, Baked Apple Spice and Blackberry Graham -- not only are these breakfast bars sweetened naturally, but they contain 11 grams of whole grains, three grams of fiber and two grams of protein.

“Our latest offerings are a balance of great taste that the whole family will love with the whole grain nutrition you’d expect from Kashi,” continues Ceccarelli. “We hope we’re making it easier for families to choose nutritious yet convenient foods that taste great.”

Kashi Honey Sunshine and *TLC* cereal bars will be available in grocery stores nationwide beginning in June 2008. 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*[®] 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*[™] *Honey Crunch*[™] cereal; *Kashi*[®] *Organic Promise*[®] cereals; *Kashi*[®] *TLC*[™] Crackers, Crunchy Granola Bars, Chewy Granola Bars and *Kashi*[™] *TLC*[™] Cookies; *Kashi*[®] All Natural Frozen Entrées; *Kashi*[™] All Natural Frozen Pizzas and *Kashi*[™] Pilaf. For more information visit www.kashi.com.

* Dietary Guidelines recommend 48g or more of whole grains per day.

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