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KASHI COMPANY SERVES UP WHOLE GRAIN PILAF SIDES IN THREE SAVORY FLAVORS

New Kashi™ Seven Whole Grain Pilaf Sides Make it Simple to Enjoy Whole Grain Nutrition

LA JOLLA, Calif. (August 4, 2008) – Kashi Company, the premier natural food products company, welcomes heat and serve *Kashi™* Seven Whole Grain Pilaf sides to the seven whole grains family of nutritious foods that are as tasty to eat as they are simple to prepare. The new savory side dishes are based on Kashi Company's first product: *Kashi Pilaf - Seven Whole Grains & Sesame*. Now, instead of taking more than 30 minutes to prepare, each microwavable pouch provides nearly an entire day's worth of whole grains* in about 60 seconds.

"Kashi's goal is to make it simple and delicious for people to enjoy foods that provide positive nutrition with a great tasting, whole-grain eating experience," says Sarah Lowrey Ceccarelli, brand manager and nutritionist for Kashi. "We understand that people may find it difficult to incorporate whole grains into their busy days, so we made our new *Kashi* Seven Whole Grain Pilaf sides quick and easy to prepare. With even the most hectic of lifestyles, spicing up a lunch or dinner with all-natural whole grains is only seconds away."

Kashi Seven Whole Grain Pilaf sides are available in three mouthwatering flavors. Staying true to Kashi's signature *Seven Whole Grains & Sesame* blend, "Our Original" flavor is nothing but the natural goodness of Kashi's heritage whole grains. The "Moroccan Curry" pilaf is seasoned with an exotic and tantalizing blend of coconut curry, currants, lentils and a hint of ginger. And "Fiery Fiesta" pilaf pairs together a spicy fusion of roasted corn, black beans, red peppers and cilantro.

The new side dishes complement Kashi's existing family of great tasting and all-natural foods, and ensure that complete whole grain nutrition is merely 60 seconds away. Each serving of the new *Kashi* Seven Whole Grain Pilaf side provides seven grams of fiber and eight grams of protein. In addition, "Our Original" pilaf is sodium free while the "Moroccan Curry" and "Fiery Fiesta" savory sides contain 45 percent less sodium than the average of rice side dishes†.

"The hearty whole grains and delicious flavor combinations are guaranteed to satisfy all taste buds," says Ceccarelli. "*Kashi* Seven Whole Grain Pilaf sides epitomize the Kashi mission to combine excellent nourishment with flavorful ingredients and simple preparation in every new food we create."

Kashi Seven Whole Grain Pilaf in “Our Original,” “Moroccan Curry” and “Fiery Fiesta” flavors will be sold nationwide beginning in July 2008.

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, Cereal Bars and *Kashi*[™] *TLC*[™] Cookies; *Kashi*[®] All Natural Frozen Entrées; *Kashi*[™] All Natural Frozen Pizzas, *Kashi*[®] Honey Sunshine cereal, *Kashi* U[™] and *Kashi*[™] 7 Whole Grain Pilaf.

* Nutritionists recommend 48g or more of whole grains per day. *Kashi*[™] 7 whole grain pilaf sides provide at least 46g of whole grains per serving.

† *Kashi* Pilafs contain 400mg sodium per cup, the average of ready to serve rice products is 734mg sodium per cup.

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