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**KASHI COMPANY INTRODUCES *TLC*[™] FRUIT & GRAIN BARS AS
ANOTHER TASTY WAY TO SNACK NUTRITIOUSLY**
TLC[™] Family Grows to Include New Delicious Layered Granola Bar

LA JOLLA, Calif. (January 6, 2009) – [Kashi Company](#), the premier natural food company, today announced that it will expand its *TLC*[™] family to include an original, new layered granola bar with the introduction of *TLC* Fruit & Grain Bars. This one of a kind bar, made with real fruit and all-natural goodies, will come in three distinct and delicious flavors: Dark Chocolate Coconut, Pumpkin Pie and Raspberry Chocolate.

“We’re proud to announce our new *TLC* Fruit & Grain Bars because they’re made with real fruit in tasty flavor combinations and they have real nutrition – 4 grams of fiber and protein in every bar. Plus, there’s nothing like it out there,” says Keegan Sheridan, natural food and lifestyle expert for Kashi. “We’re really excited to offer something completely new and different.”

Keeping with the Kashi passion for creating all-natural, good-for-you snacks, the *TLC* Fruit & Grain Bars are made with Kashi’s signature blend of rolled Seven Whole Grain chewy granola for hearty, natural goodness you can see and taste. Each bar features a thick layer of real, soft fruit and nuts. Additionally, *TLC* Fruit & Grain Bars contain fiber and protein, 0 grams of trans fat, and are free of highly refined sweeteners and artificial ingredients.

The all-natural *Kashi*[™] *TLC*[™] Dark Chocolate Coconut Fruit & Grain Bars contain plenty of rich, dark chocolate, plus delicate strands of coconut and crunchy walnuts for a delightfully sweet combination.

Pie lovers will enjoy the delightful blend of real soft fruit, pumpkin and warm pie spices, sprinkled with pecans in Kashi’s *TLC* Pumpkin Pie Fruit & Grain Bars.

Kashi TLC Raspberry Chocolate Fruit & Grain Bars are full of natural goodies. They’re topped with a layer of raspberry puree and soft fruit mixed with yummy chocolate, and then sprinkled with crunchy almonds for a sweet surprise.

TLC Fruit & Grain Bars will be sold in packages of six in grocer aisles nationwide beginning in January. 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*[®] cereal; *Kashi*[®] *Organic Promise*[®] 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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