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For Immediate Release

**KASHI COMPANY HEATS UP DELICIOUS FLAVOR COMBINATIONS WITH ITS
NEW ALL-NATURAL BAKED ENTREES**

Convenient Meals Cook Up a Unique and Flavorful Eating Experience

LA JOLLA, Calif. (January 27, 2009) – Kashi Company, the premier natural food company, today announced the introduction of a new frozen entrée form, *Kashi*[®] Bakes, which combine Kashi's signature Seven Whole Grain Noodles and Pilaf with delicious, all-natural ingredients and nourishing vegetables. Available in two varieties, Tuscan Veggie Bake and Mayan Harvest Bake, these vegan-friendly entrées are full of bold flavors making them a tasty and good-for-you meal option.

“At Kashi, it is our mission to make natural foods that taste great,” says Keegan Sheridan, natural food and lifestyle expert for Kashi. “We recognize that it can be a challenge for people to incorporate positive nutrition into their busy lives, so we created the new all-natural Bakes to provide a mouthwatering and wholesome meal that is easy to prepare in a matter of minutes.”

The new Bakes feature two tasty flavor combinations including:

- **All-Natural Tuscan Veggie Bake:** This Bake brings together Kashi Seven Whole Grain Noodles with a savory combination of yellow squash, roasted eggplant, red onion and sweet potato. A zesty tomato basil sauce then tops the layered bake providing inviting aromas and exceptional nutrition with 26 grams of whole grains and 8 grams of fiber.
- **All-Natural Mayan Harvest Bake:** Pairing together both sweet and spicy ingredients, this Bake tantalizes the taste buds with its perfect balance of flavors. A bed of amaranth polenta is topped with a generous serving of plantains, black beans, roasted sweet potatoes, *Kashi*[™] 7 Whole Grain Pilaf, and kale, which is then finished with a spicy ancho sauce and pumpkin seed garnish. In total, this Bake provides 18 grams of whole grains and 8 grams of fiber.

“We are excited to introduce Kashi Bakes because they blend delicious flavors with whole grain nutrition to deliver excellent nourishment that is guaranteed to satisfy a variety of taste palettes,” explains Sheridan.

Kashi All-Natural Bakes will be available at retailers nationwide beginning January 2009. For more information, please visit www.Kashi.com.

About Kashi Company

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