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### **KASHI BRINGS DISTINCTIVE TASTE TO *TLC*<sup>™</sup> SNACK CRACKERS**

*New Asiago Cheese Flavor Makes Snacking Savory and Satisfying While Providing Positive Nutrition*

LA JOLLA, Calif. (March 10, 2009) – Kashi Company, the premier natural food products company, today announced that it is expanding the current *TLC* Cracker line of products to include a new Asiago flavor that will provide people with another tasty snacking option they can feel good about. Made with Kashi's signature blend of *Seven Whole Grains & Sesame* that consumers have grown to know and love, the new *TLC* Asiago Snack Crackers are a contemporary addition to Kashi's existing Country Cheddar, Fire Roasted Vegetable, Honey Sesame and Original 7 Grain flavors.

"We are excited to introduce a new, on-trend flavor of our popular *TLC* Crackers that is sure to stimulate the taste buds," says Keegan Sheridan, natural food and lifestyle expert for Kashi. "At Kashi, we strive to make foods that everyone can feel good about eating. Our *TLC* Asiago Snack Crackers are a perfect example of how people can enjoy a delicious snack that provides positive nutritional benefits, while satisfying a craving with an unexpected flavor!"

Kashi's *TLC* Asiago Snack Crackers are all-natural and contain no hydrogenated oils and zero grams trans fat. Each crunchy cracker is topped with real Asiago cheese shavings, allowing for a mouth-watering experience with every enjoyable bite. In addition to fantastic flavor, each delightfully-rewarding serving provides 8 grams of whole grains and 2 grams of fiber.

"We understand that people love to snack," notes Sheridan. "So our goal is to make sure we continue to provide good-for-you snack foods. With the new *TLC* Asiago Snack Crackers, we are offering consumers another tasty option in our already-robust snack family."

The new *TLC* Asiago Snack Crackers are now available in grocery stores nationwide.

#### **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*<sup>®</sup> brands include: *Kashi*<sup>®</sup> *GOLEAN*<sup>®</sup> cereals, bars, shakes and waffles; *Kashi*<sup>®</sup> *Heart to Heart*<sup>®</sup> cereal, instant oatmeal and waffles; *Kashi*<sup>®</sup> 7 Whole Grain Puffs, Honey Puffs, Nuggets, Flakes and Granola cereals; *Kashi*<sup>®</sup> *Organic Promise*<sup>®</sup> cereals; *Kashi*<sup>®</sup> Honey Sunshine cereal; *Kashi* U<sup>TM</sup> cereal; *Kashi*<sup>®</sup> *Vive*<sup>®</sup> Digestive Wellness cereal; *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> and *Kashi*<sup>®</sup> *Good Friends*<sup>®</sup> *Cinna-Raisin Crunch*<sup>®</sup> cereals; *Kashi* *Mighty Bites*<sup>TM</sup> cereal; *Kashi*<sup>®</sup> *TLC*<sup>TM</sup> Crackers, Crunchy and Chewy Granola Bars, Cereal Bars and *Kashi*<sup>TM</sup> *TLC*<sup>TM</sup> Cookies; *Kashi*<sup>®</sup> All Natural Frozen Entrées; *Kashi*<sup>TM</sup> All Natural Frozen Pizzas; *Kashi*<sup>TM</sup> All Natural Frozen Pocket Bread sandwiches; *Kashi*<sup>TM</sup> 7 Whole Grain Pilaf and *Kashi*<sup>TM</sup> Seven Whole Grain Pilaf Sides. [www.kashi.com](http://www.kashi.com)

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