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KASHI COMPANY LAUNCHES FOURTH ANNUAL 'DAY OF CHANGE™' TOUR

Tour Promotes All-Natural Lifestyle Through Educational and Interactive Exhibits

LA JOLLA, Calif. (April 17, 2009) – Continuing its mission to promote healthy change in communities across the U.S., Kashi Company, the premier natural food company, today announced it will launch its *Day of Change™* tour for the fourth consecutive year in San Diego, Calif. this weekend. *Day of Change* is an annual, multi-city campaign designed to share little steps people can take towards implementing positive changes in their lives. Anyone who visits the *Day of Change* tents will experience a combination of interactive exhibits including yoga classes, Kashi product tasting, natural food cooking demonstrations, and an education station to inspire overall well-being.

“At Kashi, it is our passion to inspire others to make smarter choices towards a natural healthy lifestyle, which is why we continue to bring *Day of Change* to new communities all across the country,” said Keegan Sheridan, natural food and lifestyle expert for Kashi. “This year, it’s all about the little steps people can take towards achieving their best lives.”

Kashi’s pioneering tour invites everyone to come see for themselves that foods providing positive nutrition can also taste great. Each stop on the tour will welcome participants to experience four components:

- **Little Steps:** Participants will first receive a “passport” for their journey towards achieving optimal health and wellness
- **Stretch:** A second area will be designated for those who wish to join a mini yoga session
- **Taste:** Guests are welcome to enjoy a delightful sampling of better-for-you snacks, cereals and side dishes, and ask questions to representatives on site
- **Explore:** A cooking demonstration and education station will showcase simple yet delicious natural foods recipes created by a trained chef. Each attendee will receive a recipe card so he or she may re-create the dishes at home.

The 2009 *Day of Change* tour will showcase both recently introduced foods and long-time favorites, such as *Kashi® Honey Sunshine™* cereal; *Kashi U™* cereal, *Kashi® Vive®* Digestive Wellness cereal; *Kashi® Organic Promise®* Cinnamon Harvest cereal; a variety of *Kashi® TLC®* snacks such as granola bars, cereal bars, fruit and grain bars, cookies, and crackers; and a sampling of *GLEAN®* cereals and bars. Onsite cooking demonstrations will feature delicious and nutritious recipes made from *Kashi™ 7 Whole Grain Pilaf* and *Heart to Heart®* cereals paired with *Silk®* Soy Milk. All *Day of Change* events are open to the public and free to all event attendees.

“Our goal for *Day of Change* is to motivate attendees to walk away with the knowledge and tools necessary to move towards a natural lifestyle,” continued Sheridan. “Through this event, we hope to show people that change can occur in just a few small and enjoyable steps.”

As an important part of the campaign, all attendees are encouraged to take a simple challenge online at www.Kashi.com, such as to eat an apple a day, walk for 30 minutes three days a week, or even watch less television, as their first step to embracing a healthier lifestyle.

The first leg of the *Kashi Day of Change* tour will travel to the following U.S. cities through July:

Cities	Dates
San Diego	April 19, 25 and 26
Monterey, Calif.	May 1-3
Oakland	May 9-10
San Jose	May 16-17
Boulder	May 23-25
Portland	May 29-31
San Francisco	June 6-7 and 13-14
Seattle	June 20-21
Omaha	June 26-28
Detroit	July 10-12
Ann Arbor	July 15-18

Additional dates and cities will be added. Stay tuned for more information and look for the *Kashi Day of Change* tour in a city near you!

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, *Kashi*® *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™ cereal and *Kashi*™ 7 Whole Grain Pilaf.