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KASHI COMPANY WARMS THE HEART WITH NEW READY TO EAT CEREAL

Heart to Heart[®] Warm Cinnamon Oat Cereal *Provides a Delicious Way to Start the Day with
More For Your Heart*

LA JOLLA, Calif. (June 30, 2009) – Kashi Company, the premier natural food company, today announced the expansion of its **Heart to Heart**[®] cereals to include a new flavor that offers a tasty, heart-happy way to begin the day. **Kashi**[®] **Heart to Heart**[®] *Warm Cinnamon Oat* cereal combines cinnamon and warm spices with six natural antioxidants including green tea, white tea and grapeseed extract to provide a truly heart-warming start to the morning.

“Everyone needs a little variety in their morning routine, so we decided to spice up our popular *Heart to Heart* breakfast cereal with a new cinnamon flavor featuring hints of other warm autumn seasonings that make it stand out from others on the shelf,” says Keegan Sheridan, Natural Food and Lifestyle Expert at Kashi. “Best of all, for those who want a delicious and satisfying breakfast and are also looking to do more for their heart, this *Heart to Heart* cereal is certified by the American Heart Association*, making it a smart choice for breakfast.”

Similar to Kashi’s other **Heart to Heart**[®] cereals, *Honey Toasted Oat* and *Oat Flakes & Wild Blueberry Clusters*, the *Warm Cinnamon Oat* cereal targets heart health in three ways. First, it helps reduce the risk of heart disease by lowering cholesterol with one gram of soluble fiber from oats.** It also supports healthy arteries with six natural antioxidants and three B vitamins. Lastly, this new cereal promotes healthy blood pressure because it is low in sodium.***

Each serving of **Kashi**[®] **Heart to Heart**[®] *Warm Cinnamon Oat* cereal has 5 grams of fiber, 4 grams of protein, low fat and low sodium. This cereal also provides 12 grams of whole grains, a quarter of the recommended daily amount.

“At Kashi, we encourage everyone to make small changes to help their heart and overall health,” continued Sheridan. “Our *Warm Cinnamon Oat Cereal* is a tasty way to do more for your heart.”

Kashi Heart to Heart Warm Cinnamon Oat cereal will be available at grocers nationwide in 12.4 oz. boxes beginning in June 2009.

* **Kashi® Heart to Heart® Warm Cinnamon Oat** cereal meets the American Heart Association's food criteria for saturated fat and cholesterol for healthy people over age 2.

** In a diet low in saturated fat and cholesterol, 3 grams of soluble fiber daily from whole grain oats may reduce the risk of heart disease.

*** Heart to Heart is low in sodium and may reduce the risk of high blood pressure as part of a low sodium diet.

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, waffles, and whole grain crackers; *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® All Natural Pocket Bread Sandwiches*; *Kashi® Honey Sunshine™* cereal, *Kashi U™* and *Kashi™ 7 Whole Grain Pilaf*.

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