



Contact: Katie Williams
Formula

619-234-0345

Williams@formulapr.com

For Immediate Release

**KASHI COMPANY ANNOUNCES TWO NEW AMAZING
WAYS TO STAY SATISFIED**

Product Launch Expands Company's GOLEAN Crunchy! Bar Line

LA JOLLA, Calif. (November 19, 2007) – Kashi Company, the premier natural food company, today announced the addition of two new flavors of its popular *GOLEAN*[®] Crunchy! Bar: Cinnamon Coffee Cake and Chocolate Pretzel. The new bars, along with the entire *GOLEAN*[®] Crunchy! bar line, will don fresh and contemporary new packaging.

“When making the decision about what to snack on, it’s important to choose products that not only taste great and satisfy your cravings, but that offer positive nutrition,” says Jeff Johnson, senior brand manager and nutritionist for Kashi. “Our two new *GOLEAN* Crunchy! flavors are packed with ingredients that keep you feeling full longer and taste delicious.”

These great tasting nutrition bars are specifically designed for an Optimized Glycemic Response with slow release carbohydrates to balance blood sugar as well as 8 grams of protein, and 5 grams of fiber to help you stay satisfied. Cinnamon Coffee Cake is an all-natural vanilla coffee cake flavored bar infused with the dreamy combination of cinnamon and roasted hazelnut chunks, that’s then drizzled with vanilla cinnamon icing. Chocolate Pretzel is a true snacking taste delight where toasted pretzels meet rich chocolate. The pretzel and chocolate combination is the perfect harmony of sweet and salty.

In keeping with the Kashi tradition of creating all-natural, good for you foods, *GOLEAN* Crunchy! bars are minimally processed and free from artificial ingredients like high fructose corn syrup and hydrogenated oils. In addition, *GOLEAN* Crunchy! Bars contain a specific blend of nutrients, including calcium, folic acid and vitamin E. The bars join other convenient food options in the *GOLEAN* line, including cereals, hot cereals, bars, waffles, and shakes, which combine protein, fiber and whole grains to provide a lasting feeling of satisfaction.

The two new *Kashi GOLEAN* Crunchy! flavors complement the existing line of Chocolate Almond, Chocolate Caramel and Chocolate Peanut flavors and will be sold individually in grocer aisles nationwide beginning in August.

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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: *Kashi*[®] *GLEAN*[®] cereals, hot cereal, bars, shakes and waffles; *Kashi*[®] *Heart to Heart*[®] cereal; *Kashi*[®] *Heart to Heart*[®] 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*[®] Crackers, Crunchy Granola Bars, Chewy Granola Bars and *Kashi*[™] *TLC*[™] Cookies; *Kashi*[™] All-Natural Frozen Entrées; and *Kashi*[™] Pilaf. For more information visit www.kashi.com.

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