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For Immediate Release

KASHI COMPANY CREATES NEW WAY TO WARM UP BREAKFAST

Natural Food Company Adds Strawberry Flax Waffles to Growing Family of GOLEAN® Foods

LA JOLLA, Calif. (February 11, 2008) – Waffles with strawberries is a delicious flavor combination and a longtime favorite for breakfast. That’s why the Kashi Company, the premier natural food company, today announced the addition of a new flavor to its *Kashi*® *GOLEAN*® waffles. Their new Strawberry Flax waffles are baked with real strawberries and *Kashi 7 Whole Grains & Sesame*® for a deliciously warm breakfast sure to please your taste buds. And because they’re *GOLEAN* waffles, they are made with 8 grams of protein and 6 grams of fiber to help you stay satisfied all morning.

“At Kashi, we want to make it easier to make smart food choices that help you stay on track to being your healthiest,” says Sarah Lowrey Ceccarelli, *Kashi* brand manager and nutritionist. “You don’t often see protein and fiber in waffles, let alone whole grains. Our *GOLEAN* Strawberry Flax waffles not only taste great but they’re full of those healthy nutrients.”

New *Kashi GOLEAN* Strawberry Flax waffles contain 8 grams of protein, 6 grams of fiber, 6 grams of whole grains, and 500 mg of ALA Omega 3 fatty acids. This is a good fat your body needs, even when managing your weight. These all natural waffles have the best of both worlds—satisfying nutrition and great taste.

GOLEAN waffles are part of the great tasting *GOLEAN* family of foods that include cold cereals, nutrition bars, hot cereals, shakes, and waffles designed to help people stay satisfied, energized and committed to eating right. *Kashi GOLEAN* waffles are also available in Blueberry and Original 7 Grain.

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*[®] *GOLEAN*[®] cereals, hot cereal, bars, shakes and waffles; *Kashi*[®] *Heart to Heart*[®] cereals, 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.