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For Immediate Release

KASHI PARTNERS WITH HEALTHFUL COOKING EXPERT MOLLIE KATZEN

*Award-Winning Cookbook Author Teams with Kashi to Encourage People to
Enjoy Cooking with Healthy Ingredients*

LA JOLLA, Calif. (October 6, 2009)—Kashi Company, the premier natural food company, today announced that it has partnered with Mollie Katzen, best-selling cookbook author of *Moosewood Cookbook* and *The Enchanted Broccoli Forest*, to create and launch a new video-based website called Get-Cooking.com. This fresh, interactive online destination (www.Get-Cooking.com) includes instructive, entertaining lessons to encourage beginning cooks to learn about the tools and ingredients that will help them get started in the kitchen. From choosing the right pan to making polenta and pilaf, Kashi and Katzen make it easy and fun to prepare delicious, healthy recipes.

“All of us at Kashi have been inspired by Mollie’s natural foods cooking talents at one time or another in our lives,” says Keegan Sheridan, Kashi’s natural food and lifestyle expert. “Supporting her is a natural fit because, like us, she strives to develop and provide innovative foods that combine pure and honest ingredients and great taste to those on a journey to better health. Together through Get-Cooking.com, we want to show people that it’s easy to create delicious and uncomplicated dishes in their own kitchen that are as tasty as they are healthy.”

Get-Cooking.com is a new website that makes it even easier for people to cook with healthy, natural foods. As a companion to Katzen’s new book, *GET COOKING: 150 Simple Recipes to Get You Started in the Kitchen* (HarperStudio; October 13, 2009), the site hosts easy-to-follow video clips featuring advice and techniques that will instruct cooks of every level while providing a fun way to try unique recipes, learn new techniques and fall in love with cooking.

“As a lifelong ‘good eating’ enthusiast, I am delighted to be working with a pioneering company like Kashi,” says Katzen. “Truly good food is a win-win-win situation: accessible, healthy for you in every way and uncompromisingly delicious. Kashi and I have been working together to bring more truly good food into your lives through our new project, www.Get-Cooking.com. We hope this website will be fun and useful, helping you get started not only in the kitchen with some great and easy cooking, but also on a broader path to joyous, healthy living.”

Kashi will also give away 500 copies of *GET COOKING* through a cereal box promotion with eight of 24 of its delicious cereals: *Kashi*[®] *Autumn Wheat*[®], *Strawberry Fields*[®], *Cinnamon Harvest*[®] and *Island Vanilla*[®], in addition to *Cocoa Beach*[™], *Apple Orchard*[®], *Mountain Medley*[®] and *Summer Berry Granolas*. By

visiting www.kashi.com/mollie, people can enter for the chance to win their own copy of *Get Cooking*, starting October 1st. Promotion ends April 30, 2010.

About Mollie Katzen

With more than six million books in print, including the groundbreaking classics *Moosewood Cookbook* and *The Enchanted Broccoli Forest*, Mollie Katzen is listed by *The New York Times* as one of the best-selling cookbook authors of all time. She is credited with making healthful food an American standard and was named one of the “Five Women Who Changed the Way We Eat” by *Health* magazine.

About HarperStudio

HarperStudio is a new imprint with the mission to change many of the practices of the publishing industry and create more realistic partnerships with bookstores as well as authors. HarperStudio was created in 2008 by Robert Miller, a publishing veteran who also founded Hyperion Books and saw the company through 17 years of growth and many bestsellers including *The Last Lecture* and marquee authors like Mitch Albom. In the first year of publishing they have had two New York Times bestsellers: *Emeril at the Grill* by Emeril Lagasse and *The 50th Law* by 50 Cent and Robert Greene, and have published well-regarded books from authors as diverse as Mark Twain, Toni Morrison, Isabella Rossellini, entrepreneur Gary Vaynerchuk, and Mollie Katzen. Visit <http://theharperstudio.com>

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® Heart to Heart™ 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® Autumn Wheat®, Strawberry Fields®, Cinnamon Harvest® and Island Vanilla® 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® Honey Sunshine® cereal, Kashi U™ and Kashi™ 7 Whole Grain Pilaf.

Join the Kashi community online at www.kashi.com and on Facebook http://apps.facebook.com/challenge_yourself/

KASHI™ - MOLLIE KATZEN COOKBOOK SWEEPSTAKES

Abbreviated Rules. No Purchase Necessary. To enter, beginning at 12:00:00 AM (ET) on 10/1/09 through 11:59:59 PM (ET) on 4/30/10, go to www.kashi.com/mollie, and follow the online instructions to register and complete your entry. Registration is free. Open to legal residents of the fifty (50) United States and District of Columbia who are 13 years of age or older at time of entry. Ends 4/30/10. Void where prohibited. Subject to complete Official Rules at www.kashi.com/mollie. Sponsor: Kashi Company, P.O. Box 8557, La Jolla, CA 92038. For complete rules, visit www.kashi.com/mollie ®,™, © 2009 Kashi Company

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