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***Kashi® Gets to the Heart of the Matter with New
Heart to Heart® Cereal***

***The Only Cereal Created Specifically to Improve Heart Health,
Kashi® Heart to Heart® Tackles Cholesterol and More***

LA JOLLA, Calif. – March 3, 2003 – With National Nutrition Month upon us, **Kashi®**, a leader in promoting health and wellness through all-natural foods, has created **Heart to Heart®**, a toasted oat cereal that gets to the heart of healthy eating. Dedicated to helping people with multiple aspects of heart health, in addition to cholesterol reduction, **Kashi** formulated **Heart to Heart** to include soluble fiber, vitamins, anti-oxidants and botanicals.

Crunchy and lightly touched with honey, **Heart to Heart** is a delicious combination of hearts and o's made with whole grain oats and **Kashi's** unique blend of **Seven Whole Grains & Sesame™**. **Heart to Heart** contains 1g of soluble fiber per serving. When used as part of a diet low in saturated fat and cholesterol that includes soluble fiber from whole grain oat foods, **Heart to Heart** may reduce the risk of heart disease by lowering cholesterol.

But the benefits don't stop there. Unlike other oat cereals, **Heart to Heart** combines nature and science by including beta carotene and lycopene, Vitamins E, C, B6, B12, folic acid, green tea and ActiVin® grape seed extract to not only help reduce cholesterol but also promote a strong, healthy heart and blood vessels.

"We want to raise awareness about coronary heart disease during National Nutrition Month because it takes more lives in the U.S. than any other illness," said Jeff Johnson, director of nutrition for Kashi Company. "**Heart to Heart** is the only cereal specifically formulated to promote a healthy heart and artery system, as well as lower cholesterol. With more than half of all heart attacks happening to people with normal cholesterol levels, it's important to eat a cereal that doesn't just help lower cholesterol, but also promotes overall cardiovascular health."

Heart to Heart contains a carefully selected balance of ingredients that provide a variety of heart benefits, including:

- **Cholesterol reduction:** Soluble fiber combines with water and forms a gel in the digestive track and binds with cholesterol, reducing its reabsorption, which may lower the risk of cholesterol buildup. One serving of **Heart to Heart** cereal provides 1g of soluble fiber.

(more)

- **Blood vessel health:** Antioxidants assist the body's defense against damage caused by free radicals, the byproducts of normal cell metabolism. ***Heart to Heart*** contains several antioxidants including Vitamin E, lycopene, beta-carotene, green tea and ActiVin™ grape seed extract.
 - Vitamin E is a powerful antioxidant that may help protect blood vessels from free radical damage, and Vitamin C helps recharge Vitamin E levels.
 - Lycopene and beta-carotene have strong antioxidant activity and may protect against hardening of the arteries.
 - Green tea has potent free radical neutralizing properties.
 - ActiVin grape seed extract contains powerful antioxidants that may help protect the body against the buildup of fatty deposits on blood vessel walls.

- **Homocysteine balance:** Studies show there may be an association between high levels of homocysteine and increased risk of coronary heart disease (CHD). Vitamins B6, B12 and folic acid are essential to the breakdown of homocysteine, a byproduct of protein metabolism. ***Heart to Heart*** cereal contains 100 percent of the recommended daily intake for these nutrients.

- **Hypertension management:** ***Heart to Heart*** is low in sodium. With 90 mg per serving, ***Heart to Heart*** is lower in sodium than most popular oat cereals. Diets low in sodium may reduce the risk of high blood pressure, a major risk factor for CHD.

- **Weight management:** ***Heart to Heart*** is low fat and high in fiber, which may aid in weight reduction. Obesity is now recognized as a major risk factor for CHD.

Heart to Heart cereal is now available nationwide at grocery and natural food stores at a suggested retail price of \$2.79 - \$3.99 for a 12.4 ounce box. Products also may be purchased online at www.kashi.com.

About Kashi

Founded in 1984, Kashi Company's mission is to provide great tasting, all-natural and innovative foods that enable people to achieve their health, wellness and weight management goals. As proponents of "whole foods," Kashi strives to develop foods with healthy and nutritious ingredients that are less processed and free of artificial sweeteners, colors and preservatives. **Kashi** brands include: **Kashi® Good Friends™** and **Kashi® Good Friends Cinnamon Raisin Crunch™** cereal; **Kashi® GOLEAN®** Cereals, Bars, Shakes and Waffles; **Puffed Kashi®** and **Honey Puffed Kashi®** cereals, **Kashi®** Medley cereal, **Kashi® Heart to Heart®**, **Kashi® TLC™** - Tasty Little Crackers, **Kashi® Seven in the Morning™** and **Kashi® Organic Promise™** cereals. For more information, visit www.kashi.com or call the Kashi Company at (858) 274-8870.

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