

Plainville Farms
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Purely Delicious . . . Naturally!

To: Plainville Farms Team Members, Customers, Suppliers, and Citizens of Central New York

From: Mark Bitz

Date: 8/29/07 For release after the 4 PM public announcement.

Re: Sale of Plainville Turkey Farm, Inc.

Today the Bitz Family is announcing the sale of our farm to Plainville Farms, LLC a subsidiary of Hain Pure Protein Corporation, a joint venture of The Hain Celestial Group, Inc. and Pegasus Capital Advisors, L.P. The sale completes a three year effort to transfer our business to buyers who share our company's values of (1) a high commitment to producing the finest natural food products available, (2) treating people and animals well, (3) living and doing business in a more environmentally sustainable manner, and (4) positively impacting our communities. The buyers' abilities to manage and capitalize our company's 10-20% annual growth were also key to our decision.

The sale does not include Central New York Crops, Inc., Central New York Feeds, Inc. nor Plainville Farms Restaurant, whose name will be changed to "Plainville's Nature's Fare."

The Hain Celestial Group is a leading manufacturer, marketer and seller of natural and organic food products and personal care products in North America and Europe. Hain Celestial is a leader in almost all natural food categories with well-known brands that include Celestial Seasonings®, Terra Chips®, Garden of Eatin'®, Healthy Valley®, WestSoy®, Free Bird®, Spectrum Naturals®, Earth's Best®, Walnut Acres Organic®, Arrowhead Mills®, Yves Veggie Cuisine®, JASON®, Zia® National Skincare, Avalon Organics®, Alba Botanica®, Queen Helen®, Batherapy®, Foottherapy® and numerous other branded products. Hain Celestial employs over 2,000 people worldwide and is headquartered in Melville, New York. Hain Celestial's shares are publicly traded on The NASDAQ Global Select under the ticker symbol HAIN.

Pegasus Capital Advisors is a private equity fund manager that provides capital to middle market companies like Cannondale Bicycle, Merisant, the maker of Equal® and other public and private companies. Pegasus currently manages \$1.7 billion of assets deployed among 65 investments. Pegasus employs 50 investment and advisory professionals and is headquartered in New York City.

Our product will continue to be produced with the same high quality in Plainville, NY and all of our current employees will be given the opportunity to continue their employment with Hain Pure Protein Corporation. Going forward the company will be known as Plainville Farms, LLC. I will continue on with the new company in a strategic and advisory role. A new Chief Operating Officer, Jim Reed, has been hired to join me in the day-to-day operations of the company.