

PRESS RELEASE

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Martha Stewart Turkey Launched in Time for 2009 Holiday Season

October 27, 2009 - New Oxford, PA - Hain Pure Protein Corp and Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) announced the launch of a Martha Stewart branded whole turkey in time for the 2009 Thanksgiving season. This launch partners one of the leading growers of antibiotic free, vegetarian fed turkey brands, Plainville Farms, with one of the most influential and well recognized spokespersons in the food industry, Martha Stewart. The turkey will be distributed broadly in supermarkets and warehouse clubs across the country. Online ordering is also available via www.marthastewart.com/turkey.

Martha Stewart's dedication to sustainable family farms, commitment to the humane treatment of animals, and appreciation of good food, led Martha to Plainville Farms, widely known in the turkey industry as a pioneer in animal husbandry and purveyors of delicious, wholesome, all-natural turkeys for the holidays and year-round.

Plainville Farms was one of the first companies in the industry to grow turkeys without the use of antibiotics and without animal by-products. Instead, the turkeys are fed a vegetarian diet of corn, soybean meal, vitamins, minerals and oils. Martha Stewart, Founder of MSLO, stated: "As an avid cook, I'm delighted to enter into this partnership with Hain Pure Protein Corporation to provide consumers with a natural, antibiotic free, vegetarian fed turkey that is moist, tender, and absolutely delicious."

Each Martha Stewart turkey will be packaged with a booklet providing consumers with instructions from *Martha Stewart Living's* "Turkey 101" editorial content about how to prepare and cook the turkey as well as recipes for stuffing and gravy.

"With millions of viewers, readers, and listeners turning to Martha Stewart for Thanksgiving turkey tips and recipes, they will now be able to purchase the finest main ingredient available for that perfect holiday meal - not only for its flavor and wholesomeness, but for sustainable values too" noted MSL Executive Chairman and Principal Executive Officer Charles Koppelman.

The turkeys are grown on family farms in New Oxford, PA, in the heart of Amish country. "We are thrilled that Martha chose the turkey we raise as her signature turkey," said Jim Reed, President of Turkey Operations at Hain Pure Protein Corp. "It is a

reflection on our caring of the animals, providing safe and healthy food products, and creating a delicious eating experience to all who purchase the Martha Stewart brand.”

Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, *Martha Stewart Living*, periodic special issues and books. The marthastewart.com website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization, as well as wedding-planning tools powered by WeddingWire and digital invitations with pingg.com. The Broadcasting segment produces such programming as the Emmy-winning daily, nationally syndicated television series, "The Martha Stewart Show," and Martha Stewart Living Radio on SIRIUS channel 112 and XM Radio 157. In addition to its media properties, MSLO offers high-quality Martha Stewart products through licensing agreements with carefully selected companies, including the *Martha Stewart Collection* exclusively at Macy's, *Martha Stewart Everyday* at Kmart, *Martha Stewart Crafts* with EK Success at Wal-Mart, Michaels and independent retailers, *Martha Stewart for 1-800-FLOWERS.COM* and more. In 2008, Emeril Lagasse joined the Martha Stewart family of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit www.marthastewart.com.

Hain Pure Protein Corporation

Hain Pure Protein Corporation is a joint venture between Pegasus Capital Advisors, L.P., with a majority holding interest, and The Hain Celestial Group, Inc. (NASDAQ: HAIN). Hain Pure Protein Corporation is a leader in growing natural, antibiotic-free poultry produced under well-known brands that include FreeBird™ and Plainville Farms® for major retailers, specialty and natural food stores, and foodservice operators nationwide. Their corporate offices are located in New Oxford, PA. For more information, contact 1-315-410-1855..

Pegasus Capital Advisors

Pegasus Capital Advisors, L.P. is a private equity fund manager with offices in New York and Cos Cob, CT. Founded in 1995, Pegasus provides capital to middle market companies across a wide range of industries, and has particular interest in businesses that make a meaningful contribution to society by positively affecting the environment, contributing to sustainability and enabling healthy living. For more information, visit www.pcalp.com.

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings®, Terra®, Garden of Eatin'®, Health Valley®, WestSoy®, Earth's Best®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Café™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Granose®, Realeat®, Linda McCartney®, Daily Bread™, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon®, Alba®, Queen Helene®, Tushies® and TenderCare®. Hain Celestial has been providing "A Healthy Way of Life™" since 1993. For more information, visit www.hain-celestial.com.