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**Lifelce Announces 2013 Summer Fancy Food Distinction and Charitable Partnership with Ovarian Cancer Research Fund**

Nourishing Bite-Sized Ices Receive Recognition as a Top Food Trend and Continue to Benefit Ovarian Cancer Research Fund



New York, NY – July 2013 – Lifelce, a recently launched innovative healthy frozen snack company, today announces that it was named as one of the “Top Five Food Trends Spotted at Summer Fancy Food Show” in the “Reinvented Frozen Treats” category, as well as its participation in “QVC Presents Super Saturday Live Benefitting the Ovarian Cancer Research Fund” event on July 27th.

**An Honor at the Summer Fancy Food Show**

A panel of trendspotters at the 2013 Summer Fancy Food Show in New York City identified Lifelce as one of the top five food trends for the year ahead – out of the 180,000 products shown. The Fancy Foods Show is North America’s largest specialty food and beverage marketplace, bringing in more than 40,000 attendees from 80 different countries.



**Continuing to Raise Ovarian Cancer Awareness**

In connection with its Official Partnership with Ovarian Cancer Research Fund (OCRF), Lifelce is also proud to announce its participation in Super Saturday 16 on July 27th. In particular, Lifelce has donated product to be sold on QVC.com as part of its “QVC Presents Super Saturday Live Benefitting OCRF” broadcast during the event from 2-4pm EST. This event allows QVC consumers to buy high-end consumer products at half the manufacturer’s suggested retail price and further supports QVC’s commitment to the cause – with all net proceeds benefitting OCRF. In addition to its QVC donation, Lifelce has also contributed product to be included in the Super Saturday 16 “goodie bags,” which are distributed to everyone in attendance.



Inspired by the therapeutic effects of traditional ice chips, Lifelce “cubettes” are the New Frozen Way to Snack Healthy™. With a texture most like mini-popsicles, it is the first all natural, freeze & eat, bite-sized ices. Each Lifelce flavor combines its power base of coconut water and agave with complex combinations of Superfoods (such as Mangosteen, Yumberry, Green Tea Extract & Cherry) and everyday health boosters (such as Ginger, Blueberry, Kale & Black Currant), to deliver a frozen treat that both nourishes and delights.

Lifelce was borne out of recipes made by Founder, Paulette Fox, to nourish, hydrate and comfort her mother who was battling ovarian cancer. In tribute to that inspiration, Lifelce has pledged its support of ovarian cancer awareness in a variety of different formats, including its Official Partnership with OCRF.

To learn more about Lifelce's innovations, benefits and competitive edge, visit [www.Lifelce.com](http://www.Lifelce.com).

#### **About Lifelce**

Lifelce is all natural, freeze & eat, bite-sized ices, which are specially formulated with premium healthy ingredients. Inspired by homemade recipes and the therapeutic benefits of ice chips, Lifelce offers the New Frozen Way to Snack Healthy™. The innovation behind Lifelce delivers a healthy frozen treat, as well as a soothing, hydrating and nourishing source of comfort. For additional information on the company, please visit [www.Lifelce.com](http://www.Lifelce.com).

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