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## For Immediate Release

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### Lifelce Reinvents the Popsicle for Summer

*Guilt-Free Bite-Sized Ices Offer a Refreshingly Healthy Frozen Treat or Ice Cube Substitute*

New York, NY – May 2015 – A groundbreaking, new twist on frozen treats is about to take over summer. Lifelce is the first 100% natural, bite-size popsicles, sold in unique freeze-at-home trays. Our Cubettes offer health- and diet-conscious consumers (and their kids) a refreshing, hydrating & portion-controlled summertime snack.



Lifelce is not only all natural, fat free, low in calories and low in sugars, but is also gluten-free, Kosher-certified, non-GMO, vegan and diabetic-friendly – making it easier than ever to snack healthy during these warmer months, without having to sacrifice taste.

And, with the smoothie and juicing movement here to stay, Lifelce also functions as a smart ice cube substitute for all types of beverages. Where plain ice cubes water down flavor profiles, adding a few Cubettes instead will enhance them. Whether to top off a smoothie, brighten up the daily water intake, keep cool a homemade juice or put a healthy twist on summertime favorites – e.g., iced mochas, iced teas and cocktails – “don’t water it down” with Lifelce.

The biggest innovation is that Lifelce is sold shelf stable in convenient ready-to-freeze trays. This means it is found outside the freezer section and right on the supermarket shelf. **Freeze. Pop. Enjoy.** No mess, no waste. Just perfectly poppable mini-popsicles offering a true summertime game-changer.

**FREEZE.**



**POP.**



**ENJOY.**



Available in four delicious flavors -- **Berry Bite, Chocolate**

**Crisp, Citrus Chomp and Green Grind** – Lifelce has a coconut water base that combines with Superfoods such as Mangosteen, Baobab, Ginger, Kale, Spirulina, Yumberry and Cherry to deliver complex but familiar flavor profiles. Lifelce is now available for purchase nationwide at various retailers, including Wegmans, H-E-B, ShopRite and Raley’s, as well as many online channels, such as Amazon. (MSRP \$5.99 | 1 Box | 48 Cubettes).

Interested media may arrange for more information, high resolution images, samples or a meeting with corporate management by emailing [hannafriedman@lifeice.com](mailto:hannafriedman@lifeice.com) or calling **1-855-Life-Ice**.

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