



For Immediate Release

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Lifelce Bite-Sized Ices Offer a "Secret Snacking Weapon" to Make New Year's Resolutions a Lasting Lifestyle Change *Guilt-Free Mini-Popsicles Satisfy Cravings Without Sacrificing Taste*



New York, NY – December 2014 – A groundbreaking frozen treat is making healthy snacking possible for diet- and health-conscious consumers in the New Year. For the 38% of the American public who will make their New Year’s resolution to lose weight or eat healthier in 2015, **Lifelce** Bite-Size Ices are an innovative “secret weapon” to make that resolution stick – delivering a flavorful guilt-free alternative to traditional mainstream snacks.

Sold at room temperature, in freeze-at-home trays, Lifelce is a *refreshing, hydrating & portion-controlled* treat. It offers consumers a healthy frozen snack that is not only fat free and low in sugars, but is also 100% natural, gluten-free, Kosher-certified, non-GMO, vegan, diabetic-friendly and without any preservatives. These bite-sized ices are satisfying and guilt-free, without sacrificing taste.

In effect, we've reinvented the popsicle.

Our "**Cubettes**" come in convenient ready-to-freeze trays. No mess, no waste. Just perfectly poppable, mini-popsicles that offer a smart snacking substitute in 2015. No more vending machine runs at work. No more free-for-all "fro-yo" stops after the gym. No more late night kitchen raids gone awry. Lifelce puts an end to sabotaging New



Year’s resolutions and makes it easier than ever to convert a new behavior into a routine that sticks in the new year.

LIFEICE

As Easy As

FREEZE.



POP.



ENJOY.



Lifelce is available in four delicious flavors: Citrus Chomp, Berry Bite, Green Grind and Chocolate Crisp. With only 30 calories per serving of 24 Cubettes, a coconut water base and combinations of Superfoods such as Mangosteen, Yumberry, Spirulina and Cherry, New Year’s resolutions now have a fighting chance to become true lifestyle changes. This "*New Frozen Way to Snack Healthy*" is as easy as **FREEZE. POP. ENJOY.**

Currently, Lifelce is available for purchase nationwide at various retailers and online channels. (MSRP \$5.99 | 1 Box | 48 Cubettes). See the complete list here: www.lifeice.com/shop/where-to-buy. Interested media may arrange for more information, high resolution images, samples or a meeting with corporate management by emailing hannfriedman@lifeice.com or calling **1-855-Life-Ice (1-855-543-3423)**.