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For Immediate Release

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Lifelce Bite-Sized Ices Offer Consumers a Fun & Healthy Summertime Treat

Guilt-Free Mini-Popsicles Make for a Refreshing Frozen Summer Snack or Ice Cube Substitute in Beverages

New York, NY – April 2014 – A new twist on icy treats is about to take over summer. LifeIce is the first 100% natural, bite-sized ices (essentially mini-popsicles), which are sold shelf stable with a 1 year shelf life. These Cubettes® offer health- and diet-conscious consumers a refreshingly healthy frozen snack choice that is not only fat free, low in calories and low in sugars, but is also gluten-free, Kosher-certified, GMO-free and without any preservatives.



An added innovation is that LifeIce is delivered in convenient shelf-stable ready-to-freeze trays. Just toss a tray in a purse and bring it to work for a diet-friendly midday snack; throw it in a weekend bag to the beach house and continue the guilt-free snacking fun; or be the guest that brings it to a BBQ to jazz up those summer cocktails. LifeIce makes it easier than ever to snack healthy during these warmer months, without sacrificing taste.



And, with consumers making smoothies and juicing at home more now than ever before, LifeIce functions as a smart substitute for ice cubes in all kinds of beverages. Where plain ice cubes end up watering down flavor profiles, adding a few Cubettes instead only serves to enhance them, add a nutritional component, and contribute both a cooling function and a fun icy textural component that is much more enjoyable. Now consumers can elevate their summertime beverages with LifeIce.

LifeIce is available in four delicious flavors: Citrus Chomp®, Berry Bite®, Green Grind® and Chocolate Crisp®. With 30 calories per serving of 24 Cubettes, a rehydrating base of coconut water, and combinations of flavorful Superfood ingredients such as mangosteen, blueberry, kale and cherry, summer is about to meet its new healthy staple. Even the most devoted health- and diet-conscious consumer will be pleasantly surprised by this New Frozen Way to Snack Healthy®. (MSRP \$5.99 | 1 Carton | 2 Trays | 48 Cubettes).

Currently, LifeIce is available for purchase nationwide at various retailers and online channels. See more at: www.lifeice.com/shop/where-to-buy. Interested media may arrange a meeting with corporate management by emailing hannafriedman@lifeice.com or calling 1-855-Life-Ice (1-855-5433-423).

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