



For Immediate Release

For Inquiries Please Contact:

Hanna Friedman | Lifelce Inc. | hannfriedman@lifeice.com | 1-855-Life-Ice

* * * * *

Lifelce Offers a "Secret Snacking Weapon" to Make New Year's Resolutions a Lasting Lifestyle Change in 2016 *Guilt-Free Mini-Popsicles Satisfy Cravings Without Sacrificing Taste*

New York, NY – Fall 2015 – It’s a new year and time for a new you. For the 38% of the American public who will make their New Year’s resolution to lose weight or eat healthier in 2016, Lifelce offers an innovative “secret snacking weapon” to make that resolution stick. Our Cubettes are the popsicle reinvented – the first snackable, portion-controlled and guilt-free bite-sized ices.



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 implement a lasting lifestyle change without sacrificing 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 anytime 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 and right in the supermarket’s grocery section. Just **Freeze. Pop. Enjoy.** No mess, no waste. Just perfectly poppable mini-popsicles allowing you to **“Ditch**

the Stick” in 2016. The convenience of our Cubettes means 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.

Available in four delicious flavors: **Berry Bite, Chocolate Crisp, Citrus Chomp & Green Grind.** With only 30 calories per serving of 24 Cubettes, a coconut water base and unique combinations of Superfoods, Lifelce delivers complex but familiar flavor profiles. 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).

FREEZE.



POP.



ENJOY.



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**.