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For Inquiries Please Contact:

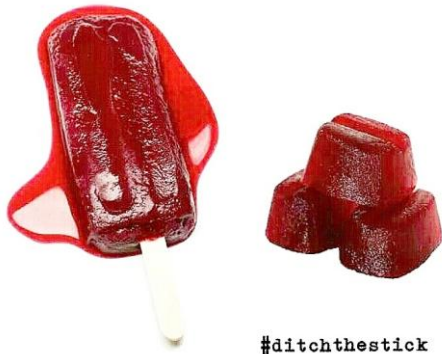
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“Ditch the Stick”: Lifelce Reinvents the Popsicle

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

New York, NY – Spring 2017 – A groundbreaking twist on frozen treats is about to take over summer. “Ditch the stick” with Lifelce, the popsicle reinvented as the first snackable and guilt-free Cubettes. Sold room temperature, in convenient freeze-at-home trays, Lifelce offers health conscious consumers (and their kids) a refreshing, hydrating & portion-controlled summertime snack.



#ditchthestick

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 smarter during these warmer months. Just **Freeze. Pop. Enjoy.**

And... with the smoothie and juicing movement here to say, Lifelce also functions as a smart ice cube substitute for all types of beverages. Where ice cubes just water down flavor profiles, adding a few Cubettes instead will enhance them. Top off a smoothie, brighten up that daily water intake, keep cool a homemade juice or put a healthy twist on summertime favorites – e.g., iced mochas, iced teas or even “healthy cocktails.”



The biggest innovation is that Lifelce is sold shelf stable (*i.e.*, room temperature) in convenient ready-to-freeze trays. No mess, no waste. Just perfectly poppable mini-popsicles offering a true game-changer that lets you snack with ease as you “ditch the stick” this summer.

FREEZE.



POP.



ENJOY.



Lifelce is available in four delicious flavors: **Berry Bite**, **Chocolate Crisp**, **Citrus Chomp** and **Green Grind**. With only 30 calories and 6 grams of sugar per serving of 24 Cubettes, a coconut water base and unique combinations of Superfoods, Lifelce delivers smart snackable frozen treats without sacrificing taste. Now available for purchase nationwide at various retailers, including Wegmans, H-E-B, KINGS and

Fresh Thyme Market, 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 hannfriedman@lifeice.com or calling **1-855-Life-Ice**.