

FOR IMMEDIATE RELEASE
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NEWS
OTCQB: WFCF

**Where Food Comes From® Product Offering Expands
with the Opening of Heinen's Grocery Store's Second Illinois Location**

*The Glenview store will be the 19th Heinen's location to offer customers
Where Food Comes From® labeled beef, pork, chicken and lamb*

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global) (OTCQB: WFCF), the trusted resource for third-party verification of food production practices, today announced that it will continue to grow its partnership with Heinen's Grocery Store as the retailer launches its second Illinois location, and 19th store. The Where Food Comes From® label, found on all Heinen's Own Beef and Pork packages, Shepherd's Pride Lamb and Gerber's Amish Farm Chicken, is an exclusive program at Heinen's, providing their customers easy access to verified information about how and where those products are raised and produced.

"Knowing the source of your food is the first step in understanding where and how it was produced and whether that information fits with your personal food preferences," said Leann Saunders, President of Where Food Comes From, Inc.. "Heinen's cares deeply about the products they offer customers and their partnership with our Where Food Comes From labeling program makes it easy for their shoppers to make a purchase they feel good about."

A core element of the Where Food Comes From program at Heinen's is the ability for customers to engage in a two-way conversation about how and where their meats are produced, and how Where Food Comes From validates that process with independent, third-party verification. In conjunction with the Glenview Grand Opening, a Where Food Comes From representative will be on hand to help answer any questions customers new to Heinen's may have on the Where Food Comes From program and the participating brands.

"We believe in providing the highest possible level of transparency to our customers, and Where Food Comes From helps us bring this philosophy to life in our stores," said Tom Heinen, Co-President of Heinen's Grocery Store. "Research conducted in October, 2013 by Service Management Group for Where Food Comes From confirmed what we have been hearing from our customers for many years – consumers are highly concerned about how their food is produced and who produces it. This is exactly why we have taken that extra step of requiring the verification and traceability of our core meat products through Where Food Comes From, and we look forward to being able to help even more customers experience the confidence in purchasing those same products in the new Glenview location."

For more information on the new Heinen's Glenview location, please visit <http://www.heinensglenview.com>. For more information on Where Food Comes From, please visit www.wherefoodcomesfrom.com. To see complete results from the October 2013 SMG study, go to <http://wherefoodcomesfrom.com/SMGSurvey.html>.

About Heinen's Grocery Store

Joe Heinen opened his first Heinen's in 1929 as one of the best meat markets in Cleveland. Nineteen neighborhood stores later, and now in Glenview Illinois, Heinen's is a family-owned and operated chain of full service grocery stores.. Heinen's employs over 2,900 associates. Today, Joe Heinen's twin grandsons, Jeff and Tom Heinen, carry on the family legacy of unrivalled quality food and world-class customer service.

About Where Food Comes From, Inc.

Where Food Comes From, Inc. (d.b.a. IMI Global) is America's trusted resource for third party verification of food production practices. The Company supports more than 10,000 farmers, ranchers, processors, retailers and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, and Validus Verification Services units. In addition, the Company's Where Food Comes From® retail and restaurant labeling program utilizes the verification of product attributes to connect consumers to the sources of the food they purchase through product labeling and web-based information sharing and education. Go to www.wherefoodcomesfrom.com for additional information.

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