

FOR IMMEDIATE RELEASE
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NEWS
OTCQB: WFCF

Where Food Comes From, Inc. President Leann Saunders Leads Traceability Panel at International Livestock Congress USA

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global) (OTCQB: WFCF), a leading provider of verification and Internet solutions for the agricultural/livestock industry, today announced its president, Leann Saunders, and board member, Dr. Gary Smith, Ph.D., played prominent roles in the 2013 International Livestock Congress USA (ILC) in Denver, CO.

Saunders, a frequent panelist and guest speaker on food traceability throughout the United States, moderated a panel discussion that examined voluntary beef industry initiatives that employ traceability as a branding and marketing tool. She also provided an overview of the new USDA animal disease traceability rule. An interview of Saunders at the ILC is available at the following link:

<http://www.cattlenetwork.com/e-newsletters/drovers-daily/Trends-in-traceability-187505831.html>

Dr. Smith, one of the world's leading meat scientists and a long-time board member of Where Food Comes From, delivered a presentation on the history of advancements in beef industry production technologies.

The ILC is managed through a partnership of the National Western Stock Show™ and the International Stockmen's Educational Foundation, which awards travel fellowships enabling college students to attend the event. Where Food Comes From funded a travel fellowship for the 2013 ILC.

About Where Food Comes From, Inc.

Where Food Comes From, Inc. (d.b.a. IMI Global) is America's leading provider of third-party identification, verification and traceability solutions for the livestock and agricultural industries. The Company supports more than 6,000 ranchers, farmers, feed yards, meatpackers, food retailers and restaurants with a wide range of solutions, including its USVerified™ brand – the industry standard for USDA Process Verified (PVP) programs – which annually verifies marketing claims for approximately one half of all U.S. beef exports; Where Food Comes From®, a unique retail and restaurant labeling program that connects consumers directly to the source of the food they purchase; and various organic and gluten free certification solutions through its International Certification Services (ICS) subsidiary.

Go to www.IMIGlobal.com and www.wherefoodcomesfrom.com for additional information.

CAUTIONARY STATEMENT

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions

include those discussed in our SEC filings. Specifically, statements in this news release about the impact and efficacy of the Company's solutions are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition, governmental regulation of the beef industry, the market for beef and other factors. Financial results for the fourth quarter and twelve-month period are not necessarily indicative of future results. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at www.sec.gov.

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