

Labatt Food Service Announces Launch of Where Food Comes From[®] Source Verified 'Native American Beef'[®] in Jicarilla Super Market in Dulce, NM

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global) (OTCQB: WFCF), the most trusted resource for third-party verification of food production practices, today announced the expansion of Labatt Food Service's Native American Beef[®] line, a Where Food Comes From[®] Source Verified brand, to include beef raised by Jicarilla Apache ranchers. As a result of the expansion, the Native American Beef brand has been endorsed by the Jicarilla Apache Nation and is now available for purchase at the Jicarilla Super Market in Dulce, New Mexico.

All products carrying the Native American Beef brand are certified under Where Food Comes From's industry-leading source verification program and traceable to approved Native American producers and cattle born and raised on reservation lands.

"We are proud to work in cooperation with the Jicarilla Apache Nation to create opportunities for enterprise and together facilitate the ability for these hard working families to market their premium cattle," said Ken Monacelli, Branch Manager Labatt Food Service Albuquerque.

Labatt Food Service continues to work with Where Food Comes From on Source Verified Beef programs, which consistently provide consumers with the highest quality Premium Beef that is 100% traceable back to the producers. "The continued growth of the Native American Beef brand is a testament to the dedication of the families and the quality of the beef," said John Saunders, Chairman and CEO of Where Food Comes From, Inc. "This is an ideal way to support Native American ranchers and communities while continuing to offer consumers authentic information about the families behind their food."

Visit the following website for more information:

<http://www.wherefoodcomesfrom.com/nativeamericanbeef>

About Labatt Food Service

Labatt Food Service is a broad-line distributor to the food-away-from-home market industry. Known as a fast-growth, high-energy company that continually innovates to bring ever-better service to its customers, the Company's goal is to differentiate itself as the "Home of the Best" — best in people, best in products, and best in service. Labatt Food Service traces its roots in San Antonio to the early 20th century, and it is widely recognized in the foodservice distribution industry as an innovative, customer-focused, and high-energy leader. Currently operating from distribution centers in San Antonio, Dallas, Lubbock, and Houston, Texas and Albuquerque, New Mexico, Labatt serves customers in Texas as well as parts of Oklahoma, Louisiana and New Mexico. Website at <http://www.labattfood.com>

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.

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 demand for, and impact and efficacy of, the Company's products and services on the marketplace, 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 agricultural industry; the market for beef and other commodities; and other factors. Financial results for the third quarter and nine-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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