

FOR IMMEDIATE RELEASE
January 4, 2012

NEWS
OTCQB: WFCF

Where Food Comes From CEO John Saunders Presents at MicroCapClub Invitational

Company Invites Investors to View Presentation

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 that chairman and CEO John Saunders was selected to present at the first ever MicroCapClub Invitational.

The presentation can be accessed at the following link:

<http://microcapclub.com/2013/01/microcapclub-invitational-where-food-comes-from-wfcf/>

“At MicroCapClub we have over 150 experienced microcap investors discussing more than 90 microcap companies in our members forum, and we thought as a group it would be great to showcase a few companies we believe are highly unique,” said Ian Cassel, founder of MicroCapClub. “We have been following Where Food Comes From, Inc. for over a year and continue to believe the Company is an undiscovered pure play within multiple emerging food trends.”

“We appreciate the opportunity to present at this unique event and provide investors with further insight into our business,” said John Saunders, CEO of Where Food Comes From. “Over the past several years we have delivered solid revenue and earnings growth with our core verification business and are excited about the potential of our Where Food Comes From® labeling program, which directly connects consumers to the source of the food they purchase in grocery stores and restaurants.”

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, 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; and Where Food Comes From®, a unique retail and restaurant labeling program that connects consumers directly to the source of the food they purchase. Go to www.IMIGlobal.com and www.wherefoodcomesfrom.com for additional information.

About MicroCapClub

The MicroCapClub (mc2) is an exclusive microcap forum focused on microcap companies (sub \$300M market cap). The MicroCapClub was created and founded by Ian Cassel as a way to share ideas and learn from other seasoned, like-minded microcap investors. The goal at MicroCapClub.com is quality membership and quality stock ideas. If you are an experience micro cap investor, feel free to **Apply today**.

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 Company's leadership; the impact and efficacy of the Company's products and services on the marketplace; the achievement of solid revenue and earnings growth; the success of Where Food Comes From labeling program; and management participation in investor conferences 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. 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.

Contacts:

John Saunders
Chief Executive Officer
303-895-3002

Jay Pfeiffer
Pfeiffer High Investor Relations, Inc.
303-393-7044
jay@pfeifferhigh.com