

FOR IMMEDIATE RELEASE
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NEWS
OTCQB: WFCF

Labatt Food Service Announces Where Food Comes From® Labeling of New 'Native American Beef' Product Line

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global, Inc.) (OTCQB: WFCF), a leading provider of verification and Internet solutions for the agricultural/livestock industry, is proud to announce that Labatt Food Service is utilizing the Where Food Comes From labeling program on their unique Native American Beef line, a new source verified brand featuring beef raised exclusively on Native American tribal ranches.

All products carrying the Native American Beef brand are certified under Where Food Comes From's industry-leading source verification program to be from an approved list of Native American producers. Native American Beef is available for purchase by stores and restaurants in the American Southwest.

"We see great potential to connect consumers with the wonderful heritage and traditions of Native American agriculture and communities through the Where Food Comes From program," said Blair Labatt, CEO of Labatt Food Service.

Based in San Antonio, TX, Labatt Food Service is a leading distributor of quality food products in Texas, Oklahoma, Louisiana and New Mexico. The Company also offers the Where Food Comes From labeling program on their 'New Mexico Source Verified Beef,' which features beef that was born and raised in New Mexico. The New Mexico Source Verified Beef line is currently available in restaurants in Albuquerque and Santa Fe.

"We are pleased to be expanding our relationship with Labatt Food Service on this innovative program," said John Saunders, Chairman and CEO. "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 websites for more information:

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

<http://www.wherefoodcomesfrom.com/nativeamericanbeef/SupplierProfile.aspx?BNbr=100507101936&ID=47002>

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 leading provider of third-party identification, verification and traceability solutions for the food industry. The Company supports more than 6,000 farmers, ranchers, processors, retailers and restaurants with a wide variety of value-added services through their IMI Global (IMI) and International Certification Services, Inc. (ICS) verification divisions. 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 industry leadership; authenticity of products verified by the Company; and 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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