

FOR IMMEDIATE RELEASE
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NEWS
OTCQB: WFCF

Where Food Comes From, Inc. Positions Educational Platform to Enhance Brand Awareness

CASTLE ROCK, Colo. - Where Food Comes From, Inc. (d.b.a. IMI Global) (OTCQB: WFCF), the nation's leading provider of food source verification services and developer of the Where Food Comes From® retail and restaurant labeling program, today announced the unveiling of new, expanded branding initiatives designed to provide unparalleled information on where and by whom food is produced. Together, these new elements will help to further drive the Where Food Comes From brand's core pillars of value – verification, education and community.

The initiatives are highlighted on the company's new website -- www.wherefoodcomesfrom.com – that not only has a fresh, consumer-friendly look and feel, but also includes enhanced sections dedicated to providing authentic and accurate information about food and where it comes from. With 9,700 individual pieces of content sourced from over 1,600 reliable resources on a daily basis, Where Food Comes From is poised to offer consumers information about their food like never before. In addition, the Company has incorporated a comprehensive social media campaign to further complement its dedication to sharing the Where Food Comes From story instantly and effectively with consumers. The Company's website had 150,000 unique visitors in 2012.

“Over the past 15 years Where Food Comes From has earned a reputation as a trusted provider of third-party verification among thousands of participants in the agriculture industry,” said John Saunders, Chairman and CEO. “Three years ago, we saw an opportunity to meet a need for consumers around the world to find unbiased information about all types of food. Since then we have been methodically cataloguing all the pertinent information available on the Internet into one simple user interface that covers everything from asparagus to shrimp. To provide this service is a natural extension of our current brand offerings and we see this as a critical component of our business strategy moving forward as it allows us to engage over a thousand potential customers daily for our verification services. With growing consumer focus on the origins of their food, we are able to offer a three-pronged solution – authentic verification of food origin, education about where food comes from, and a community of both producers and consumers dedicated to having real conversations about food.”

The new website sections, '[Food to Know](#)' and '[Food 2 Grow](#)', are designed specifically for consumers, educators and students seeking a trusted resource for all types of food information. With over 400 categories of information, including unique data on world food production statistics not available anywhere else, the

site is positioned to fill an obvious void in the producer, consumer continuum of food production knowledge.

“In order for consumers to understand the value of our Where Food Comes From label, we have to give them access to unbiased information on how and where food is produced,” Saunders added. “As a company we have spent the last two decades working with all types of food producers, so we understand how and why they are doing what they are doing. But over the same period consumers have become further disconnected from the people that produce their food. This is our opportunity to bridge that gap – to engage in a transparent information-sharing process that provides valuable information to both sides.”

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 the Company’s expanded branding initiatives’ ability to provide an unparalleled range of information on food production and help drive the Where Food Comes From brand’s core pillars of value; the Company’s status as a trusted provider of third-party verification among thousands of participants in the food sector; and the website’s ability to fill the void in the producer, consumer continuum of food production knowledge 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.

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Media Contact:

Kathryn Britton

kbritton@wherefoodcomesfrom.com

877-325-WFCF (9323)

Investor Contact:

Jay Pfeiffer

Pfeiffer High Investor Relations, Inc.

jay@pfeifferhigh.com

303-393-7044