

FOR IMMEDIATE RELEASE

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NEWS

OTCQB: WFCF

Heinen's Fine Foods Offers Complete Transparency in Meat Case with New Where Food Comes From® Labeling on Gerber's Amish Farm Chicken®

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global, Inc.) (OTCQB: WFCF), the trusted resource for third party verification of food production practices, is proud to announce that Gerber Poultry is utilizing the Where Food Comes From® labeling program on their Gerber's Amish Farm Chicken® products, a source verified brand featuring all natural chicken raised on family farms in the heart of Ohio's Amish country. The labeling program is available exclusively at Heinen's grocery stores stores in Ohio and Illinois.

"We are continually seeking ways to help our customers make informed choices about the foods they purchase," said Tom Heinen, Co-President of Heinen's. "We are elated to now include Gerber's Amish Farm Chicken into our growing ranks of products certified by the Where Food Comes From program. Our goal is to continue to find ways to re-connect our customers to the food they eat and provide transparency in all of our food sources, and the Where Food Comes From program allows us to do just that."

Using QR codes for smartphones, Where Food Comes From leads consumers through the story behind their food and empowers customers to make informed decisions about what they feed their families. Customers can learn more about the families who produce their food, as well as more specific details on the product itself.

"When Tom Heinen came to us and said that he wanted to provide his customers with trust and transparency in their food products, we knew Where Food Comes From was the answer," said John Saunders, Chairman and CEO. "With Gerber's Amish Farm Chicken now added to the growing list of products at Heinen's stores approved through our industry-leading third party source-verification program, Tom and his brother Jeff have proven their dedication to not only sourcing the best products for their customers, but also telling the story behind them."

Locally based in Kidron, Ohio, Gerber Poultry has developed a reputation for excellence in quality and service for customers in regional markets. A leader in the poultry industry, Gerber Poultry is a third-generation family owned and operated business.

"My grandparents Dwight and Melva Gerber first began producing and delivering poultry products over 60 years ago to address consumer demand for fresh, delicious, locally raised chicken," said Lisa Gerber Shoup, Vice President of Sales and Marketing for Gerber Poultry. "I believe they would be very proud to see our response to consumer demands for transparency with the adoption of the Where Food Comes From labeling program."

Gerber's Amish Farm Chicken certified under the Where Food Comes From program is currently available for purchase at all Heinen's store locations. Visit the following website for more information <http://wherefoodcomesfrom.com/gerberpoultry/>

About Gerber Poultry, Inc.

Located in the heart of Ohio Amish Country, Gerber Poultry produces fresh chicken products for premium retail and foodservice markets in Ohio and the surrounding region. A vertically integrated company, Gerber Poultry maintains the highest quality standards from hatching to grow out through processing and distribution. Their commitment to quality and customer satisfaction has garnered a loyal customer base since the family business was started in 1952. For more information, please visit <http://www.gerbers.com>

About Heinen's Fine Foods

Joe Heinen opened his first Heinen's supermarket in 1929 as one of the best meat markets in Cleveland. Eighteen neighborhood stores later, and now in Barrington, Illinois, Heinen's is a family-owned and operated chain of grocery stores offering an entire line of fine foods. Heinen's employs over 2,400 associates. Today, Joe Heinen's twin grandsons, Jeff and Tom Heinen, carry on the family legacy of unrivalled quality food and world-class customer service. Go to www.heinens.com to learn more.

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.

This news release, which is distributed by Where Food Comes From, Inc. ("WFCF"), 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 WFCF's predictions. Important factors that could cause actual events to vary from predictions include those discussed in WFCF's SEC filings. Specifically, statements in this news release about demand for, and impact and efficacy of, the WFCF's solutions, are forward-looking statements that are subject to competition; governmental regulation of the agricultural industry; the market for food commodities; 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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