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LUVO EXPANDS DISTRIBUTION ACROSS CANADA AND WELCOMES OLYMPIC GOLD MEDALLIST JENNIFER HEIL AS BRAND AMBASSADOR

Vancouver, BC – October 17, 2016 – Luvo Inc., a forward-thinking food company that offers chef-created, nutritionist-approved meals made from high quality ingredients, announced today its further expansion in Canada to include Sobeys and Loblaws stores across the country. In addition, today Luvo is proud to announce that Olympic Gold Medallist Jennifer Heil has joined their team as a brand ambassador.

Focused on ensuring that nutritious food is delicious and convenient, Luvo's meals have one or more servings of fruits and vegetables, mostly whole grains and lean proteins raised without antibiotics. In a bid to make it easier for people to eat healthy meals that taste amazing every day, the global menu highlights herbs and spices, instead of extra sodium, sugar, artificial colors, flavors and sweeteners. Luvo is providing simple solutions for people's busy lifestyles so they never have to sacrifice convenience for health or taste.

One busy Canadian is premier athlete and multiple Olympic medallist in freestyle mogul skiing, Jennifer Heil, who was introduced today as the first Canadian brand ambassador. Jenn is dedicated to hard work and has a vibrant spirit. Over the course of her 11-year career, Jennifer has competed in three Olympic Games, is a four time World Champion and five time World Cup Overall Champion.

Since retiring from competition, Jennifer has shown the same level of dedication with her work in the community. She stays busy with the organization she founded, B2Ten, which is working

towards developing a legacy of enhanced sport, play, and well-being in Canada. She also spends her time working with Plan Canada's *Because I am a Girl* initiative, where she has raised over \$1 million to help women rise up out of poverty. Jennifer is also a board member of viaSport helping to build sport within British Columbia.

Explaining her interest in Luvo, Jennifer added, "Nutrition is always the cornerstone of everything I make. I love to make meals, but I hate it at the same time." When she discovered it in the freezer section, Luvo made sense as a wholesome and convenient option.

"Today is a great day for Luvo in Canada as we reach national distribution and welcome Jenn to the Luvo team," said Christine Day, chief executive officer at Luvo. "We admire the values that she holds as a philanthropist, an athlete and a mother of two, and look forward to working with such a community-minded individual to promote healthy living throughout Canada."

For more information on where to buy Luvo in your local area please visit:

<http://luvoinc.com/where-to-buy/>

About Luvo Inc.

Luvo (www.LuvoInc.com) is creating the next generation of frozen food, with a focus on great taste, convenience and nutrition. The company was founded on a simple idea: To love our food — how it tastes, what it does for our health and how it makes us feel nourished and happy. Luvo develops, manufactures, markets and sells healthy retail food products and frozen ready-made entrees. Luvo works with its suppliers to ensure the quality of its ingredients, giving top consideration to eco-friendly practices that promote sustainability and ethical sourcing and products that are environmentally sound and health sustaining.