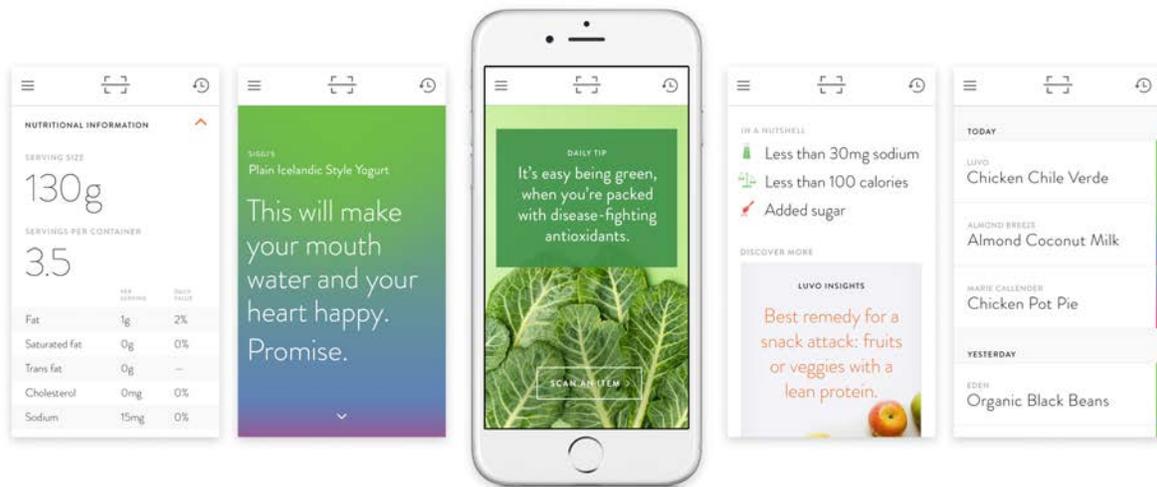


**LUVVO LAUNCHES MOBILE NUTRITION APP “LUVVO CHECKIT” ON ITUNES PLATFORM**

*New App Helps Consumers Make Better Food Choices with a Quick Scan of Any Nutrition Label; Puts the Power of a Personal Nutritionist in Your Pocket*



*Photo Caption: Luvo CheckIt Helps Consumers Make Better Food Choices with a Quick Scan of Any Nutrition Label*

**Vancouver, BC— December 12, 2016—** Luvo Inc., a forward-thinking food company creating the next generation of frozen food with a focus on great taste, convenience and most importantly, nutrition, today announced the launch of its new mobile app, Luvo CheckIt, now available for consumers in the United States, exclusively through the Apple iTunes App Store. Luvo CheckIt is a mobile nutrition label reader designed to help consumers make better informed and balanced food choices. The app works by scanning the barcode of any packaged food item, at which point the user is provided with insight on the food’s nutritional value along with an immediate answer to their most pressing food question – “is this good for me?”

“At Luvo, we strive to make it easy for consumers to make healthful, educated food choices and are thrilled to take our commitment one step further with the launch of Luvo CheckIt,” said Christine Day, chief executive officer of Luvo. “Today’s busy consumer is looking for a quick way to decode nutrition information. Luvo CheckIt gives users the information they need to better understand what’s in their food and how it may impact their body and healthy eating goals.”



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Luvo CheckIt provides a unique and simple solution with real nutritional guidance. Allowing users to check it before they checkout, the app uses an advanced algorithm that steers them towards healthier, minimally processed foods with an emphasis on fruits and veggies, whole grains and lean proteins, with responsible amounts of sodium and sugar—the very pillars of Luvo’s nutrition philosophy.

With Luvo CheckIt, consumers can scan a product’s UPC code to determine if the product meets the best nutritional standards. Luvo CheckIt provides color-coded evaluations; where green represents good, blue represents neutral and red signals nutritional concerns, with variants in between. Tips are given along with the color evaluation to help the consumer understand the positive and negative aspects of the product they’ve scanned and what to look out for when making food related decisions.

“We believe it should be easy to eat well every day, but with complicated labels, marketing messages and conflicting definitions of what constitutes a healthy meal, this is no easy task,” said Luvo’s vice president of nutrition Samantha Cassetty, M.S., R.D. “We created Luvo CheckIt to give users the ability to see through food packaging and get a clear picture about what’s inside, what that nutrition label is actually telling them. It’s like having a personal nutritionist in your pocket wherever you go, giving you the green light or waving a nutritional red flag.”

In addition to offering a product barcode scan and color-coded evaluation of items, the app also features nutrition guideline cheat-sheets and daily tips. These features allow users to go “beyond the scan,” giving them all the information they need to set forth a path toward healthier eating.

Luvo CheckIt is now available for free in the Apple iTunes App store and is compatible with iPhone, iPad and iPod touch. Luvo CheckIt will be expanding coverage into Canada in January of 2017. In addition to Luvo CheckIt, Luvo offers consumers a wide variety of chef-created, nutritionist-approved meals made from high quality ingredients that are affordable and convenient. For more information on Luvo CheckIt or to learn more about Luvo’s product offerings and focus on nutrition please visit: [www.LuvoInc.com](http://www.LuvoInc.com).

### **About Luvo Inc.**

Luvo ([www.LuvoInc.com](http://www.LuvoInc.com)) is creating the next generation of frozen food, with a focus on great taste, convenience and nutrition. The company was founded with a mission to make it easy for people to eat nutritious meals that taste amazing every day. To help achieve this mission, Luvo develops and sells a variety of frozen ready-made entrees, including vegan, vegetarian and gluten free options, with plated versions, bowls, and heat and go burritos. We use real, wholesome ingredients like fruits, vegetables, whole grains and quality lean proteins and less of what we don’t need, like added sugar and sodium. Luvo works with its suppliers to ensure the quality of its ingredients, giving top



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consideration to sourcing responsibly. Luvo is available online, in grocers nationwide in the U.S. and Canada, and on select Delta Air Lines flights. For more information on where to buy Luvo in your local area please visit: <http://luvoinc.com/where-to-buy/>.