

Certified Piedmontese® Becomes the Latest Brand to Utilize the Where Food Comes From Source Verified® Label

CASTLE ROCK, Colo. – November 15, 2016 – Where Food Comes From, Inc. (d.b.a. IMI Global, Inc.) (OTCQB: WFCF), the most trusted resource for independent, third-party verification of food production practices in North America, today announced that Certified Piedmontese® is the latest brand to carry the Where Food Comes From Source Verified® process and label.

Available across the U.S. and in Europe, Hong Kong and South Korea, the Certified Piedmontese brand promotes the unique attributes of the Piedmontese breed. Due to a rare, natural genetic quality that produces a ‘double muscled’ beef, the product is high in muscle mass, but very lean, tender and juicy, which has resulted in increasing demand globally.

“It is our honor to have the chance to validate the traceability of brands like Certified Piedmontese,” said John Saunders, Chairman and CEO of Where Food Comes From. “Authenticity in food production is constantly under question, and having the opportunity to work with food producers and brands that are proud of their work and value third-party verification is what keeps us energized. Their stories are worth telling.”

The Certified Piedmontese program is a vertically integrated, source-verified, ranch-to-fork operation rooted in a dedication to our land, ranchers, cattle, consumers, and products. Progressive ranching protocols such as EID (Electronic Identification) tagging technology, database tracking initiatives, DNA testing to confirm heritage, and voluntary third-party audits, ensure beef that is consistently true to their brand requirements for care, handling, and quality standards.

“The Where Food Comes From certification confirms, through an unbiased third-party, that our beef is 100% traceable back to its origin,” said Thad Robertson, Cattle Procurement Agent at Certified Piedmontese. “The certification verifies our transparency as a company. There are absolutely no breaks in the traceability chain. That’s the only way to achieve true source verification.”

Visit the following website for more information:

<http://wherefoodcomesfrom.com/partners/brands/certified-piedmontese/>

About Certified Piedmontese

Exceptionally lean and incredibly tender, Certified Piedmontese beef provides consumers and chefs with a healthier beef option without sacrificing flavor. Certified Piedmontese cattle are each DNA tested to confirm their unique heritage. Not only is the beef much lower in fat, Certified Piedmontese cattle are never given antibiotics or steroids. We raise this rare breed through a ranch-to-fork approach that ensures traceability, environmental sustainability, humane animal handling, and responsible resource management at every step. Countless well-known chefs from across the country rave about the exceptional quality and flavor profile of Certified Piedmontese beef. Learn more at www.piedmontese.com.

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, distributors and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, Validus Verification Services, and Sterling Solutions 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. Visit 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 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. 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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