



**Luvo Announces World Champion Swimmer Natalie Coughlin as Brand Ambassador
Company Welcomes One of the Most Decorated Female Olympians of All-time and Food
Enthusiast to the Team**

VANCOUVER (August 10, 2015) - Luvo Inc., a forward-thinking frozen food company that offers chef-inspired, nutritionist-approved meals made from high quality ingredients, announced today that World Champion and Olympic gold medalist swimmer Natalie Coughlin has joined the team as the company's newest brand ambassador.

A 12-time Olympic medalist and 20-time World Championship medalist, Coughlin is an avid believer in the importance of healthy foods and active lifestyles. Coughlin will support Luvo in its mission to bring consumers affordable, nutritious frozen meals made from wholesome ingredients that taste great and provide energy for wherever life's adventures may lead.

"Proper nutrition is one of the most important elements to achieving peak performance, not only in athletic competition but in life. However, I know from years on the road in collegiate and professional swimming that the healthy choice is not always easy to find, or the one you have time to make," said Coughlin. "That's why I'm thrilled to be working with Luvo, to educate people on the benefits of healthy eating and provide them with meal options that have compelling flavors, don't skip on nutrition, and are ready to eat within minutes."

Coughlin, 33, is the most decorated female swimmer in World Championships history and is one medal shy of becoming the most decorated American female Olympic athlete in history. Coughlin is featured on the cover of *ESPN The Magazine's 2015 Body Issue* which hit newsstands this July, discussing her record setting career, focus on nutrition and eating quality foods, and training to continue to compete at the highest level. At the Pan American Games, Coughlin took home four medals, set two meet records and posted two top-10 times in the world this year.

While Coughlin has become a household name from her performance in the pool, she has also been a champion for promoting the importance of living an active lifestyle, and works with organizations or has been on the board of Right to Play, Edible Schoolyard, MOVE and Women's Sports Foundation. Coughlin also has a love for cooking, having competed on the Food Network's *Chopped*, prepared some of her favorite recipes on the *Today Show* and *Rachel Ray* and served as a guest judge on *Super Chef Battle: An Iron Chef America* Event.

"From her record-setting swimming career, it was clear that Natalie shares the same drive to reach new goals, as we do here at Luvo. But it was her genuine joy for cooking and understanding of the importance of nutrition to fuel our bodies, that made this relationship such a perfect fit," said Christine Day, Chief Executive Officer at Luvo. "We are honored to welcome Natalie to our team and look forward to working together to inspire a movement, for better health, better taste and better lives."

Coughlin joins an elite team of brand ambassadors. Led by Brand Development Officer, Derek Jeter, as well as recently announced ambassador Russell Wilson, quarterback of the Seattle Seahawks, Luvo's ambassador program isn't your average sponsorship deal. Jeter, Wilson and now Coughlin are all investors in the Company and believe in its commitment to make nutritious and delicious food accessible to everyone.



Luvo offers a wide range of globally inspired entrees, pizzas, and burritos at major retailers throughout the nation, including Haggen, ShopRite, Kroger, Meijer, HEB, Publix, Safeway and more. Luvo is also available on select Delta Air Lines flights and online at Amazon.com. For more information on where to buy Luvo in your local area please visit: <http://luvoinc.com/where-to-buy/>.

About Luvo

Luvo 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.

Media Contact:

ICR

Alecia Pulman / Brittany Fraser

LuvoPR@icrinc.com

203-682-8200