

SMART ♥ BALANCE, INC.



Contact:
Madeline LaFave
TBC for Smart Balance
410-986-1275

Lisa Clough
WomenHeart: The National Coalition
for Women with Heart Disease
202-464-8734

Looking for Something New for Mom This Mother's Day? Send a Free eCard and Smart Balance Will Donate \$1 to WomenHeart

Paramus, N.J, May 2, 2011 -- Smart Balance, maker of heart-healthier food products, is helping put a little love in Mom's heart this Mother's Day with its original eCards. And, it's a gift that keeps on giving. For each free eCard sent to a Mom, Smart Balance, Inc., will make a \$1 donation to WomenHeart: The National Coalition for Women with Heart Disease to support women's heart health.

Designed to warm Mom's heart and bring a smile to her face this Mother's Day, eight whimsical, original eCards are available to personalize and send at no cost with a couple clicks of the mouse, at www.SmartBalance.com.

WomenHeart promotes women's heart health through patient support, advocacy, and community education. Smart Balance's donation to WomenHeart is designed to protect the hearts of moms across the country year-round and is a great alternative to the traditional Mother's Day card.

"We're excited to partner with Smart Balance this Mother's Day to help raise awareness that heart disease is the leading cause of death in women, and that good nutrition plays a key role in ensuring heart health," said WomenHeart Chief Executive Officer Lisa M. Tate. "Smart Balance's generous donation will help us continue to support women living with heart disease, and educate women about how to live more heart healthy lives. I can't think of a more meaningful Mother's Day gift than heart health."

About Smart Balance, Inc.

Smart Balance, Inc. (NasdaqGM: SMBL) is committed to providing superior tasting heart healthier alternatives in every category it enters by avoiding trans fats naturally, balancing fats and/or reducing saturated fats, total fat and cholesterol. The company markets the Smart Balance® line of products, which include Smart Balance® Buttery Spreads, Milk, Butter Blend Sticks, Sour Cream,

Peanut Butter, Microwave Popcorn, Cooking Oil, Mayonnaise, Non-Stick Cooking Spray and Cheese, and also markets natural food products under the Earth Balance® brand and healthier lifestyle products under the Bestlife™ brand.

For more information about Smart Balance, Inc., Smart Balance® products and the Smart Balance™ Food Plan, please visit <http://www.smartbalance.com>.

Like us on Facebook at www.facebook.com/smartbalance. Follow us on Twitter at www.twitter.com/smartbalance.

About WomenHeart: The National Coalition for Women with Heart Disease

WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient centered organization serving the 42.7 million American women living with or at risk for heart disease -- the number one killer of women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education, and the nation's only patient support networks for women living with heart disease. WomenHeart is a nonprofit, 501(c)(3) organization and a coalition and community of thousands of members nationwide, including women heart patients and their families, physicians, and health advocates, all committed to helping women live longer, healthier lives. WomenHeart programs are made possible by donations, grants and corporate partnerships. For more information and to get your free on-line heart health action kit, visit www.womenheart.org/kit.

Like us on Facebook at www.facebook.com/WomenHeart-The-National-Coalition-for-Women-with-Heart-Disease.

Smart Balance will donate \$1 for every Mother's Day e-card sent, up to 10,000, to WomenHeart to support prevention, early detection, accurate diagnosis and proper treatment of women's heart disease, and to provide support for women living with heart disease.