



Luvo Announces Extended Sponsorship Agreement with the New York Yankees

Company to Bring Great-Tasting, Nutritious Meals to Yankee Stadium for 2015 and 2016 Seasons

VANCOUVER (May 12, 2015) - Luvo Inc., a revolutionary frozen food company that offers chef-inspired, nutritionist-approved meals made from high quality ingredients, announced today an extended partnership with the New York Yankees for the 2015 and 2016 baseball seasons. As part of the renewed agreement, Yankees fans will be able to find fresh Luvo wraps in the DKNY and Ketel One Lounges, as well as featured menu items during select games in the Legends Suite Club.

"Luvo had a great year in 2014 bringing delicious meals to Yankees fans, and we look forward to continuing our partnership and offering easy ways to eat healthy without compromising flavor," said Derek Jeter, Luvo's Brand Development Officer.

In addition to seeing Luvo at locations within Yankee Stadium, fans will have the opportunity to win Yankees tickets through social media promotions by following @Luvolnc on Twitter and Instagram and by liking Luvo at Facebook.com/Luvolnc. During the season, Luvo will also announce Yankees alumni appearances at various grocery store locations in the tri-state area, where fans will be able to meet former Yankee players and try Luvo foods.

"We are greatly pleased to be extending our partnership with Luvo," said Michael J. Tusiani, New York Yankees Senior Vice President, Corporate Sales and Sponsorships. "We look forward to working with Luvo to endorse its food offerings and strengthen its brand awareness, both at Yankee Stadium and in the tri-state area."

Those looking for Luvo outside of the Stadium can find a range of delicious, globally inspired entrees, pizzas, and burritos at major retailers throughout the nation, including ShopRite, Kroger, Meijer, HEB, Publix, Safeway and more. Luvo is also available on select Delta Air Lines flights, The Official Airline of the New York Yankees, 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. To learn more about Luvo, visit www.Luvolnc.com, like us on Facebook and follow @Luvolnc on Twitter.

The deal was negotiated by Excel Sports Management, Luvo's sports marketing agency.