

# SMART BALANCE, INC.

## Smart Balance to Present at Roth Growth Stock Conference

**Paramus, N.J. (March 8, 2011)** – Smart Balance, Inc. (NasdaqGM: SMBL) announced today that Stephen Hughes, Chairman and Chief Executive Officer of Smart Balance, Inc., will make a presentation at the Roth Capital Partners 23<sup>rd</sup> Annual OC Growth Stock Conference in Laguna Niguel, CA, 1:30 p.m. ET on Tuesday, March 15, 2011.

Smart Balance's presentation will be available via webcast and will last approximately 30 minutes. The webcast will be in listen-only mode. The webcast link can be found in the Investor Center of the company's web site, [www.smartbalance.com](http://www.smartbalance.com), in Investor Info under Upcoming Events.

An archive of the webcast will be available until June 13, 2011 in the Investor Center of the Company's website, [www.smartbalance.com](http://www.smartbalance.com), in Investor Info under Past Events.

### **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, and/or by incorporating ingredients that consumers may be missing in their diets. The company markets the Smart Balance<sup>®</sup> line of products, which include Smart Balance<sup>®</sup> Buttery Spreads, Enhanced Milks, Buttery Sticks, Peanut Butter, Microwave Popcorn, Cooking Oil, Mayonnaise Dressing, Non-Stick Cooking Spray and Cheese, and also markets natural food products under the Earth Balance<sup>®</sup> brand and healthier lifestyle products under the Bestlife™ brand.

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

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