

# SMART BALANCE, INC.

## Smart Balance to Host Webcast/Conference Call on 2011 Third Quarter Results

**Paramus, N.J. (October 17, 2011)** – Smart Balance, Inc. (NasdaqGM: SMBL) will host a live audio webcast at [www.smartbalance.com](http://www.smartbalance.com) on November 3, 2011, at 9:30 a.m. ET to discuss 2011 third quarter results, which will be issued at approximately 8:30 a.m. ET the same day. The webcast will be in listen-only mode. The webcast link can be found in the website's Investor Center, in Investor Info under Upcoming Events.

Investors and analysts may participate via conference call by dialing 1-800-894-5910 from the United States or 1-785-424-1052 from elsewhere. The conference ID is BALANCE. To ensure access to the conference call, participants should dial in at least 10 minutes before the call starts. A rebroadcast will be available until November 17, 2011, and can be accessed by dialing 1-800-695-0715.

An archive of the webcast will be available in the Investor Center of the company's web site, [www.smartbalance.com](http://www.smartbalance.com), in the investor center, 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. Smart Balance owns the Glutino Food Group, a trusted pioneer and leader in the gluten-free category. Based in Laval, Quebec, the company offers a wide variety of great-tasting, gluten-free foods consumers can trust. Products are available nationwide at local supermarkets, natural and organic retailers and on [www.glutenfree.com](http://www.glutenfree.com).

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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