

SMART BALANCE, INC.

Carole Buyers Joins Smart Balance as VP of Investor Relations & Business Development

Paramus, N.J. (April 4, 2011) – Smart Balance, Inc. (NasdaqGM: SMBL) announced today that Carole Buyers has joined the Company as Vice President of Investor Relations & Business Development. In her new position, Buyers will be responsible for the Company's investor relations program, managing relationships and communications with major institutional shareholders and sell-side analysts covering the Company. In addition, Buyers will provide high-level financial support for Smart Balance's strategic growth initiatives.

Buyers joined Smart Balance from Gaiam, Inc., where, as Vice President of Corporate Finance & Investor Relations she led the effort in budgeting, forecasting and managing investor relations since February of 2009. Previously, Buyers spent 14 years as a research analyst with a number of firms on both the buy-side (The Boston Company and United Capital Management) and the sell-side (RBC Capital Markets and Hanifen, Imhoff).

John Mintz, previously Vice President of Finance & Investor Relations, and who has been instrumental in establishing the Company's investor relations program, will take on a new role as Vice President of Finance & Strategy. Mintz will provide critical analytical and strategic support for the Company's strategic planning processes.

Both Buyers and Mintz report to Alan Gever, Executive Vice President and Chief Financial Officer.

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[®] line of products, which include Smart Balance[®] 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[®] 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 www.smartbalance.com.

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