

# SMART BALANCE, INC.

## **Smart Balance to Present at the William Blair Growth Stock Conference**

**Paramus, N.J. (June 9, 2011)** – Smart Balance Inc. (NasdaqGM: SMBL) announced today that Stephen Hughes, Chairman and Chief Executive Officer, will present at the 31<sup>st</sup> annual William Blair Growth Stock Conference at The Four Seasons Hotel in Chicago, IL, at 3:10 p.m. ET on Tuesday, June 14, 2011.

Smart Balance's presentation will be available via webcast and will be approximately 30 minutes in length. Only conference attendees will be able to ask questions during the presentation. The webcast will be accessible through a link in the Investor Center of the Company's website at [www.smartbalance.com](http://www.smartbalance.com). An archive of the webcast will be available for 30 days. Presentation slides will be available on the website in the Investor Center in the Corporate News folder.

The webcast can also be accessed during the presentation using the following link:

<http://williamblair.rmxpres.com/webcast/data/SmartBalance2011/main.htm>

### **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).

### **Investor Contact:**

Carole Buyers, CFA  
Vice President Investor Relations & Business Development  
Smart Balance, Inc.  
[cbuyers@smartbalance.com](mailto:cbuyers@smartbalance.com)  
303-652-0521 x152