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The happy egg co. Expands Retail Distribution to 1,600 Walmart Stores
*Expansive retail distribution with Walmart furthers the happy egg co.'s mission of bringing
humanely produced eggs to all consumers at an affordable price*

SAN FRANCISCO, July 21, 2015 – The happy egg co., the leading free range egg brand in the U.S., has significantly increased its retail distribution with Walmart, the nation's leading grocer. The happy egg co. is the only U.S. egg brand that is 100 percent free range with a hen welfare program that covers everything from living conditions to feed to the expertise of the caregivers. To continue its mission of providing humanely produced eggs at an affordable price to consumers nationwide, the happy egg co. will be available in 1,600 Walmart retail locations throughout the U.S.

Recently, Walmart announced its enhanced commitment to humane treatment of animals by adopting the globally recognized "Five Freedoms" of animal welfare, which bans the use of extreme confinement systems for farm animals. The retail expansion with the happy egg co. further validates Walmart's commitment to continuous improvement in the welfare of farm animals in its supply chain.

"Walmart is an agent of change in the U.S. grocery market and our relationship brings us significantly closer to our vision of making humanely raised eggs accessible and affordable," said David Wagstaff, chief operating officer of the happy egg co. "Life for our hens has always meant no cages, freedom to roam outdoors everyday and the ability to do what comes naturally. Increasing our retail distribution with Walmart is incredibly rewarding because it brings an impactful voice to an issue that is the heart of our business, hen welfare,"

According to Food Marketing Institute's annual U.S. Grocery Shopper's Trends study issued on June 10, 2015, the number of consumers who think it's important that grocery stores practice animal welfare has grown from 17 percent to 21 percent, elevating this issue as top-of-mind for U.S. shoppers. Further, an annual survey released by the American Humane Association revealed that 94.9 percent of respondents are concerned with animal welfare and a majority indicated that they are willing to pay more for humanely produced eggs. The Humane Society of the United States (HSUS) refers to the transition of a more humane approach to the nation's food system as an "unstoppable trend".

Demonstrating a successful business model that leads with hen welfare, while producing eggs at mass scale, the happy egg co. is the only egg brand that is 100 percent free range with a hen welfare program that covers everything from living conditions to feed to the expertise of the caregivers and raises the bar on any current free range standards set for production. This year, the happy egg co. was also the first egg producer to be named American Humane Certified™, which requires rigorous animal welfare standards, including providing each hen with access to 21.8 square feet of outdoor space and nearly 200 additional science-based specifications.

For more information about the happy egg co., or to find a store near you, visit thehappyeggco.com.

About the happy egg co.

he happy egg co. is proud to be a pioneer in Hendependence, allowing its hens can enjoy the freedom of outdoors every day. The happy egg co. hens spend their days under the sun, frolicking through acres of open space, socializing and just doing what hens do naturally. Hens at the happy egg co. enjoy the freedom to roam across more than eight acres of open pasture, and nutritional feed and care from expert family farmers under the direction of Andrew Joret, the International Egg Commission's 2013 "International Egg Person of the Year." The happy egg co. was the winner the Best New Egg in the 2014 Better Homes and Gardens Best New Product award. For more information about the happy egg co., including a store locator, visit the www.thehappyeggco.com or follow @HappyEggCoUSA.

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