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VEGAN FOOD COMPANY INTRODUCES NEW INITIATIVE TO MINIMIZE PLASTIC FOOTPRINT

Follow Your Heart® Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®

CHATSWORTH, CA. (March 9, 2020) - Follow Your Heart, a leader in the dairy-free, vegan food market, has teamed up with TerraCycle to divert their hard-to-recycle waste from landfills through the Zero Waste Box program.

Since 2016, the Follow Your Heart manufacturing facility has diverted over 98% of their waste from landfills through recycling, composting, reduction, or reuse. As part of its commitment to the environment, Follow Your Heart's partnership with TerraCycle is a testament to the company's focus on sustainability and their daily efforts to decrease their environmental impact.

With TerraCycle's Zero Waste Boxes stationed around the office and warehouse, Follow Your Heart employees can conveniently recycle hard-to-recycle waste streams. The Candy and Snack Wrappers Zero Waste Box reduces break room waste. The Office Supplies Zero Waste Box helps employees recycle pens, paper clips, tape dispensers, label sheet backing and more. In the Follow Your Heart warehouse, Plastic Packaging Pallets collect flexible or rigid plastic packaging waste.

This conventionally unrecyclable waste would otherwise be landfilled, incinerated, or contribute to the pollution of marine habitats. Using TerraCycle, the collected waste can now be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

TerraCycle, the world's leader in the collection and repurposing of complex waste streams, created the Zero Waste Box program to provide solutions for difficult-to-recycle waste that cannot be recycled through TerraCycle's brand-sponsored, national recycling programs or via standard municipal recycling. Follow Your Heart decided to utilize boxes that would address traditionally unrecyclable waste produced in their office and warehouse.

Follow Your Heart is committed to enacting sustainable measures across their company. Last year, Follow Your Heart changed the adhesive used on their products to make it easier for consumers to remove labels from jars and bottles. The company highlights consumer's unique ideas for repurposing Follow Your Heart bottles and jars across their social media channels. The company also modified the

backing on their rolls of label stock to a recyclable alternative, diverting over 1,000 pounds of waste from landfills each month.

"Sustainability is simply an important part of being a responsible business in today's world," says Bob Goldberg, Founder of Follow Your Heart. "It's time for every business to contribute to changing the world for the better."

More information regarding Follow Your Heart can be found by visiting their website, <https://followyourheart.com/>. All collected materials from the Zero Waste Box program are sent to TerraCycle for recycling, where they undergo a series of treatments before getting turned into new items. For more information on TerraCycle, please visit www.TerraCycle.com.

TerraCycle offers Zero Waste Boxes for nearly every category of waste. By purchasing Zero Waste Boxes, companies and consumers save trash from landfills and help reach TerraCycle's goal of creating a waste-free world.

About Follow Your Heart

For 50 years, Follow Your Heart has established itself as a leader in the dairy-free, vegan food market. Committed to environmentally sustainable practices, Follow Your Heart manufactures its products using a solar-powered facility called Earth Island, which features skylights, recycled carpeting and energy efficient lighting systems and refrigeration methods. Its signature branded products include Follow Your Heart Veganaise®, Dairy-Free Cheeses, VeganEgg®, Salad Dressings and Dairy-Free Yogurt, Cream Cheese and Sour Cream, all of which are naturally dairy-, gluten- and cholesterol-free and made with all-natural, non-GMO ingredients.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.TerraCycle.com.

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