

EraserFarm

FOR IMMEDIATE RELEASE

ERASERFARM SELECTED AS AGENCY OF RECORD FOR FITLIFE FOODS

Creative agency selected to develop creative platforms for the multi-location business

Tampa, Fla. (March 22, 2016) - On the heels of recent growth, Fitlife Foods has selected EraserFarm as its agency of record. First opened in 2011, Fitlife Foods creates energy-packed meals for the time-starved, health-conscious consumer. The Tampa-based retailer recently opened its ninth location with additional expansion plans on the horizon. EraserFarm has been tasked with continuing to build the Fitlife Foods' existing brand creative while ensuring scalability for the multi-unit business.

"The EraserFarm team brings robust experience in the food and restaurant industry making them a natural partner," said Fitlife Foods founder and Chief Executive Officer, David Osterweil. "Their unique approach to creative will continue to cement the Fitlife brand as the go-to solution for busy individuals who want fresh and healthy meals."

"We are so pleased to have been named agency of record for a game-changing brand like Fitlife Foods," said EraserFarm managing partner, Cindy Haynes. "Our clients' growth is the focus of everything we do, and like Fitlife Foods, we share in the mindset of creating breakthrough solutions. We look forward to being a partner in their expansion efforts, and know that the result of our collaborative efforts will be a greater brand awareness in these new markets."

About Fitlife Foods

Founded in 2011 by David Osterweil, Fitlife Foods provides fresh, craveable, chef-prepared meals. As a lifestyle brand, Fitlife Foods is known for helping people save time and gain energy for their active, performance-based schedule. Fitlife Foods offers more than 60 fresh, grab-and-go, made-from-scratch meal options that are available in small, medium and large sizes. The Fitlife Foods team embodies high energy, fun and hard work, and our culture inspires you in your busy life. Whether you're a busy executive, stay-at-home parent, professional athlete, or fitness enthusiast, a day with Fitlife will enhance your outcome and motivate you to continue being your awesome self. For more information, please visit: www.eatfitlifefoods.com.

About EraserFarm

[EraserFarm](#) is a Tampa-based advertising agency whose mission is to cultivate breakthrough solutions that grow their clients' business. With a media-agnostic philosophy, the agency specializes in developing big ideas grounded in solid strategy that work across today's evolving channels. The agency is proud to have client partnerships with organizations such as the Strategic Property Partners, Kinney Fernandez & Boire P.A., Intrepid Powerboats, Health First, Nobilis Health Corporation and Safeguarding a Future for Africa's Elephants (S.A.F.E.).

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