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Contacts:

Nichole Allen
Marketing/PR
INBalance Health Corp
269-792-1977 ext. 14
nallen@inbalancehealthcorp.com

INBalance Health Expands Midwest Reach with Meijer Distribution

Company partners with Meijer to offer INBars in more than 200 stores

Wayland, Mich., April 21, 2014 – [InBalance Health Corporation](#), providers of doctor-formulated, alternative food bars and supplement solutions, has announced that [Meijer](#) will serve as an additional distributor of the company's INBar, a diabetes-suitable and allergen-free snack bar made with real foods. Through the partnership with Meijer, the INBar will be available in more than 200 stores in the Midwest.

Meijer is a Grand Rapids, Mich.-based retailer that operates supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois and Kentucky. As a pioneer of the "one-stop shopping" concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings.

Having received USDA Organic certification, in addition to full certification from Natural Food Certifiers as Non-GMO, Gluten-Free, Vegan and Kosher, the INBar continues to strengthen its footprint across the United States. Featuring real foods, the bars are engineered to help consumers better manage their weight by minimizing blood sugar spikes and controlling hunger the right way.

"We built a strong foundation for the INBalance brand in health and fitness stores and that momentum is carrying over into the grocery channel," said Bob Serulla, president of INBalance Health Corp. "We look forward to INBars being widely available in our home state of Michigan and the surrounding states through this partnership with Meijer."

As additional retailers add INBar to their shelves, more consumers are being introduced to the snack bar's many benefits, including: high fiber, low net carbs; no added sugar; high protein; no gluten, nuts, wheat, corn, dairy, soy or eggs; and organic ingredients, among others. The bars come in four flavors – Strawberry Banana, Chocolate Mint, Chocolate Fudge, Cherry Chocolate.

The INBar is available in stores nationwide as well as online at www.TheINBar.com. Follow INBalance Health Corp online on [Facebook](#), [Twitter](#) and [YouTube](#).

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INBalance Health Corporation is a company dedicated to providing doctor-formulated, alternative food bar and supplement solutions suitable for those with Pre-Diabetics and individuals struggling with type-2 diabetes, or weight management. Located in Wayland, Michigan, INBalance Health believes proper insulin balance is a key to living a long, healthy life. The company offers both food bars and supplements to help support consumer's growing efforts to manage a healthy lifestyle and individuals with diabetes' needs to maintain proper glucose levels. For more information on INBalance, visit www.theinbar.com. The INBar is available in stores nationwide as well as online at www.TheINBar.com. Follow INBalance Health Corp online on [@INBalanceHealth](https://www.facebook.com/INBalanceHealthCorp) and [YouTube.com/INBalanceHealthCorp](https://www.youtube.com/INBalanceHealthCorp).