

Impossible Foods Names David Lee As COO and CFO

Redwood City, CA – November 20, 2015 – Impossible Foods, Inc., announced today that David Lee, who has served in leadership positions at Zynga, Del Monte Foods and Best Buy, will become the company’s new Chief Operating Officer and Chief Financial Officer on December 14, 2015. Impossible Foods has developed a new way to make delicious meat and dairy foods directly from simple plant ingredients to alleviate the environmental impact of animal farming.

“David is the right person at the right time for Impossible Foods, and we are thrilled to have him join us,” said founder and CEO Patrick O. Brown, M.D., Ph.D. “David’s operations and finance experience, including extensive experience in the food industry, will be invaluable as we prepare to launch our first product, the Impossible burger, next year. Equally important is his commitment to our mission: to create a more sustainable and secure global food supply.”

Lee has 20 years of experience across retail and consumer industries, with a successful track record of helping drive business transformations and optimize organizational effectiveness.

“I was attracted to Impossible Foods because it fulfilled a lifelong goal of working for a cause-driven company,” Lee said. “The company is pioneering a new and better way to feed the world, and I am very excited to be a part of that movement.”

Lee served most recently as CFO of Zynga, the social gaming company. Prior to that, he served as the Senior Vice President of Enterprise Finance for Best Buy, where he was responsible for leading the company’s corporate strategy, financial planning and analysis and treasury teams.

During his eight years at Del Monte, he held several leadership positions across finance and general management including Senior Vice President of Strategy where he oversaw corporate affairs, mergers and acquisitions, and corporate transformations, and earlier served as Senior Vice President of Consumer Products.

About Impossible Foods

Based in Redwood City, California, Impossible Foods was founded in 2011 to give consumers a better choice: delicious, healthy, affordable meat and dairy foods made directly from plants using far fewer of Earth's finite resources than animal-derived foods. Impossible Foods is the first company to extract specific proteins from plants and then combine them with simple, natural ingredients like amino acids, vitamins and fats to create raw meat from plants that delivers all the irresistible taste, texture and aroma of conventional beef. The company's first product, a raw, ground beef that cooks with the sizzle and the explosion of delicious flavors and aromas burger-loving consumers crave, is expected to be available next year. Impossible Foods is a private company funded in part by Khosla Ventures, Bill Gates, Google Ventures, Horizons Ventures, UBS, and Viking Global Investors.

More information at

<http://impossiblefoods.com>,

www.twitter.com/impossiblefoods and www.facebook.com/impossiblefoods

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