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Stevia First Corp. Appoints Controller to Establish Proactive Growth Policies

SACRAMENTO, CA -- (Marketwire) -- 05/07/12 -- Stevia First Corp. (OTCBB: STVF) ("Stevia First" or the "Company"), an early-stage agribusiness based in California’s Central Valley growing region and focused on the industrial scale production of stevia, the all-natural zero-calorie sweetener that is rapidly transforming the food and beverage industry, is pleased to announce the appointment of Mr. Richard McKilligan into the role of Controller.

Mr. McKilligan brings a background encompassing his career in the legal profession, plus experience in finance and family roots in agriculture. He is a member of the State Bar of California, the New York State Bar Association and the Florida Bar. McKilligan earned his law degree from Cornell Law School, an MBA from the University of Chicago’s Booth School of Business and his undergraduate degree in Accountancy from the University of Illinois at Urbana-Champaign. From 2000 to 2006, he was an associate with Morgan, Lewis & Bockius, LLP in their New York and London offices. He subsequently served until 2011 as Chief Financial Officer and general counsel with Derycz Scientific, Inc., an information services & software company, and previously as Chief Financial Officer of Genesis Biopharma, Inc, a cancer drug development company. Mr. McKilligan also brings significant practical agriculture experience through an upbringing on a large soybean and corn producing family farm.

Company CEO Robert Brooke comments, "We are very pleased to welcome Richard to the team. As Controller, he will assist in the establishment of key financial policies and systems, including budget oversight, analysis and recommendations regarding investment decisions. As we continue to grow, so grows our need to establish proactive procedures that spur continued momentum and performance."

Further details of the Company’s business, finances, appointments and agreements can be found as part of the Company’s continuous public disclosure as a reporting issuer under the Securities Exchange Act of 1934 filed with the Securities and Exchange Commission’s ("SEC") EDGAR database. For more information visit: www.steviafirst.com.

About Stevia First Corp. (OTCBB: STVF)
Stevia First Corp. is seeking to establish a vertically-integrated stevia enterprise in the U.S. with expertise in stevia seed and tissue propagation, plant breeding, and cultivation. Stevia First's U.S. operations are located in the heart of California’s Central Valley, one of the
world's most productive agricultural regions. For more information visit: www.steviafirst.com.

About the Stevia Industry
The market for all-natural, zero-calorie stevia sweeteners is expanding rapidly. The World Health Organization (WHO) estimates stevia intake could eventually replace 20-30% of all dietary sweeteners. The total global sweetener market was estimated at $58.3 billion in 2010. For more information visit: www.steviafirst.com.

Notice Regarding Forward-Looking Statements
This news release contains "forward-looking statements" as that term is defined in Section 27(a) of the United States Securities Act of 1933, as amended and Section 21(e) of the Securities Exchange Act of 1934, as amended. Statements in this press release which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, projections of worldwide sales of stevia products, growth of stevia production and global markets. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with new projects and development stage companies. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that any beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in our annual report on Form 10-K for the most recent fiscal year, our quarterly reports on Form 10-Q and other periodic reports filed from time-to-time with the Securities and Exchange Commission.

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