

Dixie Brands to Host "Future of CBD & Cannabis" Lounge at New York City FounderMade Discovery Show

Leading U.S. Cannabis Brand Announces Exclusive Partnership to Showcase THC and CBD-infused Products, Including Exclusive Distribution Partnership of New Hemp-derived CBD Skincare Line, at Upcoming Summit

DENVER, April 25, 2019 /CNW/ - [Dixie Brands](#) (CSE: DIXI.U), (OTC: DXBRF), ([Frankfurt: 0QV](#)), one of the cannabis industry's leading consumer packaged goods ("CPG") companies, today announces a partnership with [FounderMade](#) to exclusively host the "Future of CBD & Cannabis" lounge at the [FounderMade Discovery Show](#) in New York City this coming June. Renowned for creating an environment where bold, innovative, life-changing products can thrive, the FounderMade Discovery Show is a summit for next generation companies to showcase groundbreaking products to key industry players.



The Dixie Brands portfolio of CBD and THC-infused products includes more than 100 high-quality, commercially available items. (CNW Group/Dixie Brands, Inc.)

A pioneer in the category for the past ten years, Dixie's Future of CBD & Cannabis lounge will champion the cannabis plant and spotlight the industry as it emerges from prohibition and enters the mainstream. As part of the showcase, Dixie will provide hands-on experiences and educate attendees on its full portfolio of THC and CBD-infused products, including hemp-derived CBD cosmeceutical brand, Kuida™, developed to bring the benefits of CBD to a comprehensive portfolio of skin and body care products for women. Once approved by the regulatory authorities, Kuida will be launched stateside via an exclusive distribution partnership between Dixie and Khiron Life Sciences, subject to TSX approval.

"FounderMade is known for bringing the most fearless and inspiring leaders from around the world together under one roof, and for unveiling some of the most forward-thinking consumer brands in modern history," said Chuck Smith, CEO of Dixie Brands. "Dixie has been perfecting the art and science of crafting quality infused-cannabis products for nearly a decade and is proud to be a category leader. We're excited to use this platform to share our broad portfolio of high-quality CBD and THC-infused products with those who are passionate about learning more about what the cannabis plant can offer."

At the Future of CBD & Cannabis lounge, in addition to learning about Dixie's robust portfolio of [Dixie Brands](#) THC and CBD-infused products, event attendees will have the opportunity to engage with [Aceso™ Hemp](#), Dixie's growing line of indication-specific, hemp-derived supplements that promote optimal health. As one of the first entrants into the category, Aceso Hemp brings a deep understanding of the industry's complex regulatory structure and expertise in the production of safe, effective and compliant products that can be sold across the United States.

Dixie's Future of CBD & Cannabis lounge will also unveil Colombian-based [Khiron Life Sciences'](#) (TSXV: KHRN), (OTCQB: KHRNF), (Frankfurt: A2JMZC), Kuida brand to the U.S. market for the first time as part of the brands' Joint Venture that was announced in January. The Kuida product portfolio includes body scrubs, contours, body

lotions and more, all featuring proprietary CBDerm® technology, a methodology that contains antioxidant and anti-aging properties, quick absorption and light texture.

Additionally, attendees will have the opportunity to participate in an interactive fireside chat held within the Future of CBD and Cannabis lounge to learn more about Dixie and the overall cannabis industry. Following the summit, Dixie will co-host the post-show happy hour from 4:30pm - 6:30pm.

"We couldn't be more proud to welcome Dixie Brands to The FounderMade Discovery Show. Our goal is to showcase brands that are completely changing the face of the industry and Dixie's commitment to quality products and consumer education is second to none," said Meghan Asha, CEO of FounderMade. "Their innovation in the cannabis space is exactly the kind of forward-thinking that will inform future policy, products and industry trends."

The FounderMade Discovery Show will take place on June 26, 2019 at Spring Studios in New York City (6 St. Johns Lane, New York, NY 10013), and Dixie's Future of Cannabis lounge will be open to guests from 9am - 4pm ET.

ABOUT DIXIE BRANDS, INC

Dixie Brands Inc., through its licensed partners, has been formulating award-winning THC and CBD-infused products since 2009. Currently operating in five U.S. states, the Company is expecting to double its manufacturing and distribution capabilities in 2019 in the U.S. as well as expand internationally, including Canada and Latin America. Dixie leads the global industry in the development, packaging design, product innovation and quality control for the commercial production of cannabis infused products. While the Company started with a single flagship product, the Dixie Elixir (a THC-infused soda), it is now one of the industry's most recognized consumer brands, expanding to over 100 products across more than 15 different product categories representing the industry's finest edibles, tinctures, topicals and connoisseur grade extractions, as well as world-class CBD-infused

wellness products and pet dietary supplements. Dixie's executive team has been instrumental in the formation of the marijuana industry for recreational and medicinal use, serving as founding members on several national regulatory and business-oriented industry organizations. To find out more about Dixie's innovative products, or about how Dixie is building the future of cannabis, visit www.dixiebrands.com.

ABOUT ACESO HEMP

Aceso Hemp is the next generation in hemp, pairing plant science with food science. Offering a growing line of indication-specific, hemp-derived supplements for promoting optimal health, Aceso Hemp was one of the first entrants in the category and brings a deep understanding of the industry's complex regulatory structure and expertise in the production of safe, effective and compliant products that can be sold across the United States. Aceso Hemp's scientists have studied, tested and perfected phyto-nutrient ratios that unlock the powers of hemp, resulting in sophisticated formulas that are easy for the body to absorb and activate. To find out more about Aceso Hemp's innovative products, visit www.acesohemp.com/.

ABOUT KHIRON LIFE SCIENCES CORP.

Khiron Life Sciences Corp. is positioned to be the dominant integrated cannabis company in Latin America. Khiron has core operations in Colombia and is fully licensed in the country for the cultivation of high THC and low THC Cannabis, and the fabrication of derivatives with Cannabis. In May 2018, Khiron listed on the TSX Venture Exchange, becoming the first Colombian based medical cannabis company to trade on any exchange globally. With a focused regional strategy and patient oriented approach, the Company combines global scientific expertise, agricultural advantages, branded product market entrance experience and education to drive prescription and brand loyalty to address priority medical conditions such as chronic pain, epilepsy, depression and anxiety in the Latin American market of over 620 million people. Khiron is led by Co-founder and Chief Executive Officer, Alvaro Torres, together with an experienced executive team,

and a knowledgeable Board of Directors that includes former President of Mexico, Vicente Fox. Further information on Khiron Life Sciences can be found at <https://investors.khiron.ca/>

ABOUT FOUNDERMADE

FounderMade's mission is to get the most innovative, inspiring independent brands in wellness, food and beauty to the place they belong: in the hands of those who want them. FounderMade does that by helping people discover new brands that will improve their lives; empowering founders to bring their products to more people through distribution, thought leadership, high-impact marketing initiatives, investment and annual summits; and bringing retailers and distributors a curated selection of best-in-class brands through their tech platform and annual summits.



The Kuida™ portfolio of hemp-derived CBD cosmeceutical products includes body scrubs, contours, body lotions and more. (CNW Group/Dixie Brands, Inc.)

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