



Therabis Hemp-Based Pet Supplement Soft Chews Now Available to Veterinarians Through Distribution Agreement with Vedco

- Opens important new distribution channel for Therabis products
- Vedco is a national supplier to many of the largest veterinary distributors in the U.S.
- Introducing increased strength "Therabis Veterinarian Formula" versions of existing products

DENVER, CO, May 30, 2019 /CNW/ - Therabis LLC ("Therabis"), a leading pet wellness company, has announced that Vedco, Inc. will begin distributing its full-spectrum hemp-based, highly-palatable, soft-chew supplements to their network of distributors who are the leading suppliers to veterinary clinics across the USA. Therabis is a subsidiary of Dixie Brands Inc. ("Dixie") (CSE: DIXI.U), (OTC: DXBRF), (Frankfurt: 0QV), one of the cannabis industry's leading consumer packaged goods (CPG) companies.



The new Therabis Veterinarian Formula line of hemp-based pet wellness supplements includes cannabinoids and other approved natural ingredients designed to deliver targeted support to pets. (CNW Group/Dixie Brands, Inc.)

Vedco is a logistics, sales and marketing provider of Animal Health products that is owned by many of the leading distributors in the US Animal Health Market and it creates a more efficient procurement infrastructure exclusively focused on servicing the veterinary channel. With a combined network of 98 distributor locations nationwide, Vedco is one of the country's largest veterinary suppliers with a client list that includes more than 30,000 clinics.

"We are pleased to have been selected by Vedco as the first full-spectrum soft chew hemp supplier that they are offering to their distribution network," said Bob Rubin, President of Therabis. "Many pet owners rely on their veterinarian to recommend a product that best addresses their pet's specific ailment. We expect that our participation in that channel will help strengthen our leadership position both among veterinary patients and retail consumers in general."

Therabis will introduce a series of new formulations of its products called "Therabis Veterinarian Formula," in recognition of the fact that pets requiring veterinary care are more likely to require

stronger versions. These products will include higher concentrations of cannabinoids and other approved natural ingredients for more targeted therapeutic value in comparison to the formulations currently sold through retail and online channels. Therabis Veterinarian Formula versions will initially be available for the canine "Mobility" supplement, as well as both the canine and feline versions of the "Calming" stress relief products. Therabis will soon add other indication-specific veterinary formulas.

"We are very excited about a full-spectrum, plant-based nutraceutical derived from hemp in a soft chew dosage form that veterinary hospitals can offer to their clients for overall pet wellness," said Craig Campbell, General Manager of Vedco, Inc. "We have looked closely at Therabis products and we are pleased to showcase them to our full national distribution network."

Veterinarians are highly influential in recommending therapeutic products for pet owners. According to Packaged Facts, veterinarians are the most important source of pet care information for 70% of dog and cat owners, far surpassing any other source and more than doubling online research. The American Veterinary Medical Association recognizes nutraceutical therapy as important as part of their guidelines related to complimentary or alternative medicine. The nutraceutical market has been estimated by Grand View Research to exceed \$2 billion in the U.S.

The multi-year distribution agreement provides Vedco with exclusive rights to the veterinary channel for Therabis Veterinarian Formula. Therabis expects to begin shipping its enhanced formulation products to Vedco in June, with product widely available in clinics beginning in July.

About Therabis

Therabis LLC is a pet wellness company that harnesses innovative formulations to relieve common ailments affecting our animal companions. Therabis offers broad spectrum hemp-infused supplements for dogs and cats that combine cannabidiol (CBD) with other potent natural ingredients to target specific conditions including joint mobility, anxiety and skin irritation. These proprietary formulations are backed by 25 years of veterinary experience. Therabis is a majority-owned subsidiary of Dixie Brands Inc. To learn more about Therabis, please visit www.therabis.com.

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.

CAUTION REGARDING FORWARD-LOOKING INFORMATION

The information provided in this press release may contain "forward-looking information" and "forward-looking statements" within the meaning of applicable securities laws. All statements, other than statements of historical fact, made by the Company (or its predecessors) that address activities, events or developments that the Company expects or anticipates will or may occur in the

future are forward-looking statements, including, but not limited to, statements preceded by, followed by or that include words such as "may", "will", "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "intends", "anticipates", "targeted", "continues", "forecasts", "designed", "goal", or the negative of those words or other similar or comparable words. Forward-looking statements may relate to future financial conditions, results of operations, plans, objectives, performance or business developments. These statements speak only as at the date they are made and are based on information currently available and on current expectations and assumptions concerning future events, which are subject to a number of known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from that which was expressed or implied by such forward-looking statements, including, but not limited to, risks and uncertainties related to: (i) the regulation of the medical and recreational marijuana industry in the United States, Canada, Mexico, Australia, New Zealand, Latin America and other countries in which the Company may carry on its business; (ii) the ability of the Company to obtain meaningful consumer acceptance and a successful market for its products on a national and international basis at competitive prices; (iii) the ability of the Company to develop and maintain an effective sales network; (iv) the success of the Company in forecasting demand for its products or services; (v) the ability of the Company to maintain pricing and thereby maintain adequate profit margins; (vi) the ability of the Company to achieve adequate intellectual property protection; (vii) the availability of financing opportunities, risks associated with economic conditions, dependence on management and conflicts of interest; and (viii) other risks described from time to time in documents filed by the Company with securities regulatory authorities, including the Company's listing statement dated November 23, 2018.

The forward-looking statements contained herein are based on certain key expectations and assumptions, including that: (i) there will be no material adverse competitive or technological change in condition of the Company's business; (ii) there will be a demand for the Company's products that the Company has accurately forecast; and (iii) there will be no material adverse change in the Company's operations, business or in any governmental regulation affecting the Company or its suppliers.

With respect to the forward-looking statements contained herein, although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements as no assurance can be given that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks, including the risks described above. Consequently, all forward-looking statements made in this press release are qualified by such cautionary statements and there can be no assurance that the anticipated results or developments will actually be realized or, even if realized, that they will have the expected consequences to or effects on the Company. The cautionary statements contained or referred to herein should be considered in connection with any subsequent written or oral forward-looking statements that the Company and/or persons acting on the Company's behalf may issue. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, other than as required under securities legislation.

The CSE has neither approved nor disapproved the contents of this news release.

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