

## **BellRock Brands Portfolio Company and Leading Pet CBD Brand, Mary's Tails, Expands Footprint into Over 1,000 PetSmart Stores Across the Country**

*Mary's Tails Continues to be the National Retailer's Exclusive In-Store Hemp Extract Brand*

*New Product Innovations Coming in Early 2021 Expected to Drive Further Growth*

DENVER, CO, Feb. 25, 2021 /CNW/ - Mary's Tails, part of the Mary's Brands ("Mary's") portfolio and a BellRock Brands Inc. ("BellRock") (CSE: BRCK.U) company, announced today that its suite of six CBD pet solutions is now available in more than 1,000 PetSmart stores across the country. In addition, the brand has plans to expand its distribution and shelf space footprint in the first quarter of 2021.



Pet CBD Brand, Mary's Tails (CNW Group/BellRock Brands Inc.)

In May 2020, Mary's Tails announced that it would become PetSmart's first and only in-store CBD brand to be sold initially in 122 store locations. Mary's Tails was among the first to produce hemp-infused pet products with naturally occurring CBD in 2016, and PetSmart selected the brand for its focus on transparency, quality, efficacy and pet-friendly delivery methods. Formulated for dogs and cats, Mary's Tails' products can help keep pets happy, healthy and calm.

During 2020 PetSmart chose to expand the brand's presence to additional U.S. locations because of the growing consumer demand for pet CBD products. In the last 52 weeks, the total pet CBD market has grown over 500%, and Mary's Tails tinctures rank in the Top 2 products in the US Pet specialty channel, holding the #1 and #2 ranks per Nielsen data P52W report.

"I couldn't be happier with the commitment that PetSmart is making to the CBD category," said Hilal Tabsh, Senior Vice President, Marketing and Distribution at BellRock Brands CBD Division. "Over the past nine months, our footprint has grown from 122 stores to over 1,000 locations, and in that time, we have also created additional opportunities for PetSmart's customers to experience our products through

end cap displays and promotions. This year, we also have exciting initiatives and new product introductions planned and expect those to drive continued growth in the coming months."

Mary's Tails, in collaboration with PetSmart, is putting the finishing touches on a state-of-the-art hemp-infused product line that will be available to customers in the second quarter of 2021. All Mary's Tails products feature clear communication on packaging and undergo internal and external lab testing with results made public for all to see. Products are tested to confirm they are free of pesticides, heavy metals, microbials and solvents. The hemp extract used in Mary's Tails is sourced from trusted partner farms, ensuring top quality from seed to shelf. Mary's Tails uses extracts sourced only from the flower of the hemp plant and not the seeds and stalk.

**About Mary's Tails™:**

Mary's Tails is dedicated to creating natural, holistic solutions for pets. Leading with years of experience in CBD, Mary's Tails helps improve the lives of both pets and their parents. For more information on Mary's Tails please visit [www.marystails.com](http://www.marystails.com). Follow Mary's Tails on Instagram at @MarysTails.

**ABOUT BELLROCK BRANDS:**

BellRock Brands is a brand and IP focused CPG multi-state operator that possesses one of the industry's broadest branded product portfolios catering to the growing and ever-evolving cannabis consumer. BellRock's portfolio consists of two iconic cannabis brands with deep history, [Mary's Brands](#) (a pioneer in the Health & Wellness segment since 2013) and Dixie (a market-leading cannabis-infused edibles brand since 2010), as well as two growing, California-based brands, [Rebel Coast](#) and [Défoncé](#). Together, the BellRock brands offer a vast spectrum of high-quality cannabis-centric consumer packaged goods. With 11 brands and over 200 SKUs, BellRock reaches nearly every key consumer group and addresses the needs of a diverse cannabis consumer base. The BellRock manufacturing and distribution footprint continues to expand and currently spans nine states, and the Company owns or manages production facilities in its largest markets. For more information, visit [www.bellrockbrands.com](http://www.bellrockbrands.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 annual information form dated June 21, 2019.

The forward-looking statements contained herein are based on certain key expectations and assumptions, including that: (I) the transaction with BR Brands will be completed on the terms described herein; (ii) there will be no material adverse competitive or technological change in condition of the Company's business; (iii) there will be a demand for the Company's products that the Company has accurately forecast; and (iv) 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 Canadian Securities Exchange has neither approved nor disapproved the contents of this news release.

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**For further information:** Media Inquiries: Jen Turano, BellRock Brands, Email: [jturano@bellrockbrands.com](mailto:jturano@bellrockbrands.com), Phone: 917-291-5200; Investor Inquiries: Sean Mansouri, CFA or Cody Cree, Gateway Investor Relations, Email: [BRCK@gatewayir.com](mailto:BRCK@gatewayir.com), Phone: 949-574-3860

CO: BellRock Brands Inc.

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