



NEWS RELEASE

CULT Food Science Subsidiary Further Foods Announces Expansion of Noochies! International Distribution

***Noochies! has secured initial orders from distributors in Singapore,
Europe, and Canada***

Toronto, Ontario, January 16, 2025 / CNW / CULT Food Science Corp. (“CULT” or the “Company”) (CSE: CULT) (OTC: CULTF) (FRA: LN00), a disruptive food technology platform pioneering the commercialization of lab-grown meat and cellular agriculture to reshape the global food industry, is excited to announce that its subsidiary, Further Foods, has secured initial orders for Noochies! products from distributors in Singapore, Europe, and Canada. This marks a significant step forward in the brand’s international expansion.

Key Takeaways:

- **Global Expansion:** Noochies! products are now poised to enter new markets across Singapore, Europe, and Canada, positioning the brand for broader international reach.
- **Ethical Innovation:** Noochies! products are crafted using advanced methods to provide high-protein, nutrient-rich pet food options made without factory farming.
- **Sustainability Commitment:** This expansion underscores Noochies! commitment to sustainability and ethical standards, offering a sustainable alternative to traditional pet food made with animal products.

The international expansion of Noochies! marks a significant milestone in Further Foods’ growth strategy, as the brand continues to meet the increasing global demand for sustainable, high-quality pet nutrition. The newly secured orders from distributors in Singapore, Europe, and Canada reflect the brand’s broadening appeal, particularly in markets where consumer interest in plant-based and lab-grown food products is on the rise.

In Singapore, a growing market for ethical and sustainable food alternatives, Noochies! will benefit from the country's commitment to embracing cellular agriculture technologies. Europe, known for its forward-thinking consumer base and emphasis on environmental responsibility, is expected to be a key region for Noochies!, as demand for plant-based and cruelty-free pet food options continues to soar. Additionally, in Canada, where Noochies! is already established, this expansion will allow for deeper market penetration and further brand awareness.

By expanding into these key regions, Noochies! will introduce not only its innovative freeze-dried, high-protein pet treats made without factory farming, but also its recently launched line of **Noochies! Sprinkles**—a revolutionary pet food topper designed to enhance meals with added nutrients and flavor. This expansion reinforces the brand's commitment to offering sustainable, ethical alternatives to conventional pet foods while maintaining high nutritional standards. The Sprinkles line, made with the same ethical and sustainable principles as the pet treats, provides a convenient, plant-based solution for pet owners looking to improve their pets' diets. The international rollout will be supported by Further Foods' network of distributors, ensuring that both the Noochies! treats and Sprinkles are readily available to consumers seeking healthier, more responsible pet food options.

Management Commentary

Mitchell Scott, CEO of CULT Food Science, commented: "This international expansion is a pivotal moment for Noochies! and a testament to the growing global demand for sustainable, high-quality pet nutrition. By entering markets in Singapore, Europe, and Canada, we're not only broadening our reach but also advancing our mission to redefine pet food with ethical and innovative solutions. We are thrilled to partner with distributors in these key regions to make Noochies! accessible to more pet owners who are seeking better, more responsible options for their pets."

About CULT Food Science

CULT Food Science is a disruptive food technology platform pioneering the commercialization of lab grown meat and cellular agriculture to reshape the global food industry. CULT's robust portfolio of investments in cutting-edge, venture-backed cellular agriculture and lab-grown meat companies provides widespread investor access to the future of food. Backed by a team of experts with extensive experience in food technology and launching consumer food products, CULT is committed to being at the forefront of the food revolution.

About Further Foods

Further Foods is revolutionizing pet nutrition through its innovative brand, Noochies! Noochies! leverages advanced cellular agriculture technologies to create pet food products with superior nutrition profiles and ethical standards. Noochies! recently introduced the world's first freeze-dried, high-protein, nutrient-rich pet treats made without factory farming. Noochies!

products are currently available for sale in the United States and Canada at select retailers and online at <https://www.noochies.co/>.

Additional information can be found by viewing the Company's website at cultfoodscience.com or its regulatory filings on sedar.com.

On behalf of the Board of Directors of the Company,

CULT FOOD SCIENCE CORP.

"Mitchell Scott"

Mitchell Scott, Chief Executive Officer

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Forward-Looking Information:

Information set forth in this news release may involve forward-looking statements. Forward-looking statements are statements that relate to future, not past, events. In this context, forward-looking statements often address a company's expected future business and financial performance, and often contain words such as "anticipate", "believe", "plan", "estimate", "expect", and "intend", statements that an action or event "may", "might", "could", "should", or "will" be taken or occur, or other similar expressions. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include but are not limited to the following risks: those associated with marketing and sale of securities; the need for additional financing; reliance on key personnel; the potential for conflicts of interest among certain officers or directors with certain other projects; and the volatility of common share price and volume. Forward-looking statements are made based on management's beliefs, estimates and opinions on the date that statements are made and except as required by law, the Company undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change. Investors are cautioned against attributing undue certainty to forward-looking statements. For further information on risk, investors are advised to see the Company's MD&A and other disclosure filings with the regulators which are found at sedar.com.

SOURCE: CULT Food Science Corp.