



Molecule Holdings Inc. Announces New Addition to its Family of Brands

Ottawa, ON January 12, 2022 – Molecule Holdings Inc. (CSE: MLCL) (OTC: EVRRF) (“**Molecule**” or the “**Company**”), a Canadian craft-focused cannabis beverage production company, is pleased to announce the addition of its newest brand **EMBODY**. The **EMBODY** brand will focus on trend setting functional ingredients, unique flavour profiles and high CBD inputs. **EMBODY** is set to launch this spring as a multi-SKU offering.



Commented CEO David Reingold, “We are thrilled to be launching **EMBODY** this spring as the CBD forward trends continue to pick up steam. Our continued brand development focuses on ideas that compliment but don’t compete. **EMBODY**, along with **PHRESH**, **CANAJOE**, and **KLON**, all focus on important areas but very different consumer groups. The ultimate goal is for Molecule to emerge as a complete solution for the growing category.”

André Audet, Chairman and Co-Founder

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About Molecule Holdings Inc.

Molecule is a licensed producer dedicated to creating cannabis-infused beverages for the Canadian market. We produce leading, top-quality drinks to provide opportunity and choice to people seeking a convenient and social way to consume cannabis. Molecule is focused on growing both our portfolio, and the overall cannabis beverage market. We want to ensure people have the best opportunity to find exactly the product and experience they thirst for.

Neither the Canadian Securities Exchange nor its regulation services provider accepts responsibility for the adequacy or accuracy of this press release.



Forward-Looking Statements

This press release contains statements that constitute “forward-looking information” (“forward-looking information”) within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking information and are based on expectations, estimates and projections as at the date of this news release. Any statement that discusses predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as “expects”, or “does not expect”, “is expected”, “anticipates” or “does not anticipate”, “plans”, “budget”, “scheduled”, “forecasts”, “estimates”, “believes” or “intends” or variations of such words and phrases or stating that certain actions, events or results “may” or “could”, “would”, “might” or “will” be taken to occur or be achieved) are not statements of historical fact and may be forward-looking information. Forward-looking statements in this news release include statements relating to the EMBODY brand, including, the product offering and anticipated timing for its launch, the Company’s ability to become a complete solution in the beverage category, and the Company’s ability to produce cannabis-infused beverages for the Canadian beverage market to provide opportunities for people to consume cannabis. In disclosing the forward-looking information contained in this press release, the Company has made certain assumptions.

The Company's actual results could differ materially from those anticipated in this forward-looking information as a result of regulatory decisions, competitive factors in the industries in which the Company operates, prevailing economic conditions, and other factors, many of which are beyond the control of the Company. The Company believes that the expectations reflected in the forward-looking information are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Any forward-looking information contained in this news release represents the Company's expectations as of the date hereof and is subject to change after such date. The Company disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable securities legislation.