

**NOT FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES
OR FOR DISSEMINATION IN THE UNITED STATES.**

**DATINVEST PROVIDES UPDATE ON BUSINESS COMBINATION
WITH IRWIN NATURALS**

Vancouver, British Columbia, August 12, 2021 – Datinvest International Ltd. (“**DAI**”) (TSXV:DAI.H) is pleased to announce that it and Irwin Naturals (“**Irwin**”) have received conditional approval from the Canadian Securities Exchange (the “**CSE**”) for the listing for trading on the CSE of the subordinate voting shares of the resulting issuer to be formed upon completion of the previously announced business combination between DAI and Irwin that will result in the reverse take-over of DAI by Irwin (the “**Business Combination**”), to be named “Irwin Naturals Inc.” (the “**Resulting Issuer**”). Listing of the Resulting Issuer shares is subject to completion of the Business Combination and the satisfaction of all conditions of the CSE, including completion of outstanding CSE application documentation and payment of fees pursuant to the CSE’s policies.

DAI and Irwin anticipate closing the Business Combination on August 13, 2021. In connection with the completion of the Business Combination, DAI will voluntarily delist its common shares from the NEX Board of the TSX Venture Exchange. The TSX Venture Exchange has approved the delisting of the common shares of DAI and it is expected that the delisting will occur effective August 13, 2021, prior to closing of the Business Combination. Listing of the subordinate voting shares of the Resulting Issuer is expected to take place on or about August 16, 2021.

DAI and Irwin will provide further details in respect of the Business Combination upon the successful completion of the transaction.

About Irwin

Irwin Naturals is a leading herbal supplement company in the United States and a large distributor of CBD products in mass-market and health food chain stores. The Irwin brand has been a household name for the better part of 27-years and is distributed in about 100,000 stores.

For more information, please contact:

Datinvest:

Maria Wells
Corporate Administrator of Datinvest International Ltd.
Email: mwells@sentinelcorp.ca

Irwin:

Investor Contact:

Allison Soss
KCSA Strategic Communications
Email: irwin@kcsa.com
Phone: 212-896-1267

Media Contact:

Nick Opich
KCSA Strategic Communications
Email: irwin@kcsa.com

NOT FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES OR FOR DISSEMINATION IN THE UNITED STATES.

Phone: 212-896-1206

Forward-Looking Information

This news release contains certain forward-looking statements that reflect the current views and/or expectations of management of DAI and Irwin with respect to performance, business and future events, including but not limited to express or implied statements and assumptions regarding the intention of DAI and Irwin to complete the Business Combination. Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business and the industry and markets in which DAI and Irwin operate. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. In particular, there is no guarantee that the parties will successfully complete the Business Combination. Accordingly, readers should not place undue reliance on forward-looking statements and information, which are qualified in their entirety by this cautionary statement. Neither DAI nor Irwin undertakes any obligation to release publicly any revisions for updating any voluntary forward-looking statements, except as required by applicable securities law.

This press release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the “**U.S. Securities Act**”) or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available. Not for distribution to U.S. newswire services or for dissemination in the United States. Any failure to comply with this restriction may constitute a violation of U.S. securities laws.

All information contained in this press release with respect to Irwin, its business and proposed corporate reorganization and financing was supplied by Irwin for inclusion herein. DAI has not conducted due diligence on the information provided and does not assume any responsibility for the accuracy or completeness of such information.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.