

## BRAND X LIFESTYLE CORP. SUBSIDIARY ANNOUNCES EXCLUSIVE MARKETING AGREEMENT WITH GoRich

**Vancouver, British Columbia, June 3, 2020 – Brand X Lifestyle Corp.** (CSE: BXXX) (the “Company” or “Brand X”), is pleased to announce that its wholly owned subsidiary CBIO Brand Distribution International, INC., (“CBIO USA”), a wholly owned subsidiary of CBIO Brand Development, INC., (“CBIO CAN”), has entered into an Exclusive Marketing License Agreement, (the “Agreement”) with GoRich International Marketing Representatives and AJH Investment Holdings, LLC., (together hereby referred to as “GoRich”).

The Agreement establishes an exclusive business representation of CBIO’s hand and surface sanitization business SaniGenix™ (“SaniGenix”), [www.sanigenix.com](http://www.sanigenix.com), in the Gulf Cooperation Council territory which includes the countries of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, Jordan, and United Arab Emirates (together “GCC”).

GoRich is a diversified marketing representative in Abu Dhabi, United Arab Emirates, and an investment strategy firm working directly on behalf of the royal family offices of Abu Dhabi to bring unique products and services to the GCC territories. *“Bill and his team at SaniGenix™ have worked long and hard developing high-quality and protective sanitization products. As the world continues to battle the outbreak of COVID, we hope that our partnership can immediately protect the communities throughout GCC, and more importantly, protect them for generations to come,”* says Abdo John Hajj, Founding Partner of AJH Investments.

GoRich has been granted a 6-month Exclusive Marketing license, the Exclusivity will follow a month-to-month exclusivity (“Exclusivity Period”), for SaniGenix™ products in the GCC for the purpose of effecting and presenting potential business opportunities, new customers, and ventures. Abdulla salem saif humaid Al-shamsi (Managing Director) and Hany Ebtehal (Chief Executive Officer) who both play an important role in building UAE industry and economy diversification, committed to enhance the partnership between CBIO and GoRich and adapt Mr. Bill Monroe’s vision to support UAE and other GCC countries and beyond, to battle the outbreak of COVID 19

Bill Monroe, President & CEO of CBIO USA had this to say, *“in understanding the need for safe sanitizing products worldwide, we at CBIO, could not be more confident in having GoRich as our representative to the GCC territories. GoRich brings the talent and personnel needed to market and distribute CBIO’s suite of sanitizing products to this region of the world and we look forward to building brand loyalty alongside the GoRich team.”*

On Behalf of the Company,

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## **About Brand X Lifestyle Corp.**

Brand X (CSE: BXXX) seeks investment opportunities in early to mid-stage blockchain and emerging technology companies. Brand X is dedicated to disciplined due diligence, governance, and an investment process that results in highly qualified investment opportunities.

### **Forward-Looking Statements:**

*This news release includes certain forward-looking statements and forward-looking information (collectively, “**forward-looking statements**”) within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, included herein including, without limitation, statements with respect to the consideration to CBIO Shareholders, generation of revenue by CBIO, and the anticipated business plans and timing of future activities of the Company, are forward-looking statements. Although the Company believes that such statements are reasonable, it can give no assurance that such expectations will prove to be correct. Often, but not always, forward-looking information can be identified by words such as “pro forma”, “plans”, “expects”, “will”, “may”, “should”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates”, “believes”, “potential” or variations of such words including negative variations thereof, and phrases that refer to certain actions, events or results that may, could, would, might or will occur or be taken or achieved. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking statements. Such risks and other factors include, among others, statements as the anticipated business plans and timing of future activities of the Company, the ability of the Company to obtain sufficient financing to fund its business activities and plans, delays in obtaining regulatory approvals (including of the Canadian Securities Exchange), changes in laws, regulations and policies affecting the Company’s operations and the Company’s limited operating history.*

*Readers are cautioned not to place undue reliance on forward-looking statements. The Company undertakes no obligation to update any of the forward-looking statements in this presentation or incorporated by reference herein, except as otherwise required by law.*

*The Canadian Securities Exchange has not approved nor disapproved the contents of this news release.*