



AREV BRANDS INTERNATIONAL LTD. PRESS RELEASE

AREV BRANDS INTERNATIONAL ANNOUNCES MIKE WITHROW AS CEO

Vancouver, British Columbia, October 11, 2018 – AREV Brands International Ltd. ("AREV" or the "Company") (CSE - AREV), is pleased to announce Mike Withrow will act as the Company's Chief Executive Officer ("CEO"), effective October 11, 2018.

Effective October 11, 2018 Stephane Maher, has resigned as CEO of the Company, in order to focus all his efforts on being the Business Development Manager, Quebec. Mr. Maher will be executing the Company's tactical direction in Quebec, and review of strategic opportunities presented to the Company within this territory and the surrounding areas.

Scott Davis, AREV CFO, comments "It is great to have Mr. Withrow come on in the capacity of CEO to see the Company through to the next phase. We have been so fortunate to not only have his skills and expertise to guide us, but Mr. Withrow has also agreed to work for \$1 a year, until such time as the Company is revenue positive."

The Company wishes to thank Mr. Maher for all his contributions as an Officer of the Company and looks forward to continuing to work with Mr. Maher in this new capacity.

For further information, contact Mike Withrow, Director at mike@arevnutrition.com

On behalf of the Board,

Mike Withrow
Director

About AREV Brands International

AREV Brands International ("AREV") produces and delivers functional ingredients from its world-class extraction systems. AREV is revolutionizing the current delivery method of coconut oil, whey protein and nutrients through emulsification. These premium ingredients and products are targeted for the natural health, medical, functional food, nutraceutical, sport nutrition and bioceutical markets. AREV is also working with Pharmacy and Dispensary operators with an innovative emulsified base formula to disperse Cannabis oil extracts from specific selected genetic Cannabis strains that address 5 areas of health including Anxiety, Pain Management, Insomnia, Central Nervous System Disorders & Libido.

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

FORWARD LOOKING INFORMATION

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in policies of the CSE) accepts responsibility for the adequacy or accuracy of this release. This news release may include forward-looking statements that are subject to risks and uncertainties. All statements within, other than statements of historical fact, are to be considered forward looking. Although the Company believes the expectations expressed in such forward looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include market prices, exploitation and exploration successes, continued availability of capital and financing, and general economic, market or business conditions. There can be no assurances that such statements will prove accurate and, therefore, readers are advised to rely on their own evaluation of such uncertainties. We do not

assume any obligation to update any forward-looking statements except as required under the applicable laws. This press release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. 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 because the Company can give no assurance 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. These statements speak only as of the date of this press release. Actual results could differ materially from those currently anticipated due to a number of factors and risks various risk factors discussed in the Company's Management's Discussion and Analysis under the Company's profile on www.sedar.com.