



**AREV BRANDS INTERNATIONAL LTD**  
**PRESS RELEASE**

**AREV BRANDS INTERNATIONAL LTD. ANNOUNCES  
DONALD SHAXON AS PRESIDENT**

**Vancouver, British Columbia, May 10, 2019** – AREV Brands International Ltd. ("AREV" or the "Buyer") (CSE - AREV), is pleased to announce Donald Shaxon has been appointed President of the Company.

As AREV continues its growth into California and assesses international opportunities in Columbia, Panama, Africa and Asia the board has determined the company will be represented better by appointing Mr. Don Saxon as President of the company. Effective May 10, 2019, Donald Shaxon will assume his role as President of AREV Brands International Ltd. where he can focus on the Canadian initiatives and Mike Withrow will continue as CEO of the company and focus on the company's International initiatives and will assist Mr. Shaxon and Mr. Job in transitioning to their new respective executive roles with AREV.

Mr. Shaxon is a capital markets professional with 20+ year's experience leading corporate development and finance initiatives in the natural resource, technology and life sciences sectors. Mr. Shaxon was an early pioneer in the legal cannabis market place under the old MMAR as well as 10 years of consulting experience with the top tier of MMJ public companies in Canada and the USA, such as Cannabis Science, Aurora, THC Biomed, Redecan, and Lexaria. Mr. Shaxon was founder of AAA Heidelberg, which partnered with Canopy Growth, and was recently sold to AgraFlora Organics and has raised millions of dollars in the sector.

Mr. Shaxon is also the majority shareholder of Thor Pharma, which is a late stage ACMPR application located in Ontario.

Due to a conflict with another employer, Catalyst X Media Corp. will be unable to be the Investor Relations for the Company. We continue to have Investor relations based in Vancouver, Montreal and NY.

Mr. Withrow stated, "We are continuing to grow and when we have the opportunity to add good people we make room for them so they can perform. I am a big believer in performance and results and believe Don and Colin have the right stuff to deliver results for the shareholders." On behalf of the Shareholders, I am pleased to welcome Don and Colin to the team.

For further information, contact:

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On behalf of the Board,

Mike Withrow  
CEO & Director

**About AREV Brands International Ltd.**

AREV Brands International Ltd. (“AREV”) produces and delivers functional compounds and ingredients from its innovative extraction systems. AREV is revolutionizing the current delivery method of terpenes, cannabinoids and flavonoids. These premium ingredients and formulations are used in products targeted for sale in the natural health, medical, functional food, nutraceutical, sport nutrition and biocetical markets. AREV innovates through extraction to produce extracts from specific selected plant and exude from trees 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](http://www.sedar.com).