Adastra Labs Announces Appointment of Director of Production

LANGLEY, BC / ACCESSWIRE / April 29, 2020 - Adastra Labs Holdings Ltd. (CSE: XTRX)(FRANKFURT: D2EP) ("Adastra" or the "Company") announces the appointment of Kyle J. Boniface as Director of Production. Dr. Boniface joins Adastra with recent publicly traded cannabis company experience as Director of Product Development and Innovation where he was responsible for cannabis extraction, product development and R&D. Dr. Boniface developed and launched a variety of cannabis products across various formats including sprays, oils, softgels, vaporizing pens and edibles. Dr. Boniface was responsible for collaborating with vendors across regional and international supply chains as well as process improvements and operational efficiency analysis.

"We are extremely excited to welcome Kyle to the Adastra team. He has exactly the experience, training, and education we need in a Director of Production. With his recent product development experience and prior role as Lead Scientist for Extraction, both with a publicly-traded Canadian cannabis company, he is the ideal choice for this role. Further, his academic credentials make him invaluable to not only the Adastra team but also to Chemia Analytics Inc. where his experience in laboratory operations will be leveraged," stated Andy Hale CEO.

Dr. Boniface holds a PhD in Chemistry from Queen's University.

About Adastra Labs Holdings Ltd.

Adastra Labs Holdings Ltd. is a Langley, BC-based cannabis company and through its wholly owned subsidiaries, Adastra Labs Inc. and Chemia Analytics Inc., is a licensed Standard Processor and licensed Analytical Testing Laboratory under the Cannabis Act administered by Health Canada, with licenses to produce cannabis extracts and provide third party analytical testing services. These licenses enable the Company's subsidiaries to produce, package, sell (wholesale), and export medically focused and recreational cannabis extract and concentrate products in Canada to other licensed entities and internationally in jurisdictions where medical cannabis extraction products are legal.

www.adastralabs.ca

Andrew Hale Chief Executive Officer Adastra Labs Holdings Ltd. Phone: (778) 715-5011

Email: andy@adastralabs.ca

Stephen Brohman Chief Financial Officer Adastra Labs Holdings Ltd. Phone: (778) 715-5011

Email: steve@adastralabs.ca

Address: 5451 275th Street, Langley, BC V4W 3X8 Telephone: 778-715-5011 Fax: 844-874-9893

CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION: This news release contains "forward-looking information" and "forward-looking statements" (collectively,

"forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to 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 statements. In this news release, forward-looking statements relate, among other things, to: Adastra's expectations concerning an fulfilling its reporting obligations. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to general business, economic, competitive, political and social uncertainties, disruptions due to the pandemic, failures by management or service providers to complete the necessary work to meet the extended deadline. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Except as required by law, Adastra assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

SOURCE: Adastra Labs Holdings Ltd.