



NEWS RELEASE

CULT Food Science Highlights Second Proprietary Ingredient With Enhanced Nutrition For Pet Food

Bflora™ is a Unique Probiotic Blend Designed to Boost Digestive and Immune Health in Dogs and Cats

Toronto, Ontario, May 2, 2023 / CNW / CULT Food Science Corp. (“CULT” or the “Company”) (CSE: CULT) (OTC: CULTF) (FRA: LN0), a pioneer in the investment, development, and commercialization of cellular agriculture technologies and products, is pleased to announce details on **Bflora™**, a proprietary probiotic blend specifically designed for the gastrointestinal systems of dogs and cats.

Bflora™ is made of four strains of research-proven beneficial bacteria to help create and maintain a healthy gastrointestinal tract for pets. The functionality of Bflora™ is aided through the digestive tract by our patented high-protein yeast, Bmmune™. This functional blend of probiotics is unique to the Noochies! brand of products, the world's first freeze-dried, high-protein, and nutrient-rich foods for dogs and cats that are made without factory farming. Noochies! pre-order campaign is currently live through Noochies! website for both consumers and retail distributors at the following link: <https://www.noochies.co/>.

Commercial probiotics for companion animals typically have 1-10 Billion CFU/g. A suggested serving of Bflora™ provides pets ~ 15.8 Billion CFU/g of beneficial probiotics to support the health of both cats and dogs.

A growing amount of research points to probiotics being a high value addition to a dog or cat's diet. A pet's gastrointestinal tract contains about 70% of their immune system, making it a vital first defense against pathogens from accessing the rest of the body. By normalizing the conditions in the digestive system, probiotics allow the immune system to function properly. It is also beneficial to the digestive system, with probiotics commonly used to treat stomach irritation.

Noochies! combines Bflora™ with a prebiotic and a postbiotic in its Wellness Sprinkles supplement to create a gut health trifecta.

Availability of Bflora™ products will be announced in the near future.

Management Commentary

"Bflora™ is an example of the innovation that can happen in pet foods to benefit the health of both cats and dogs. It is one of many innovations in our stable at CULT that we are using to bring better choices to the public" said Lejgy Gafour, CEO of CULT.

"We formulate pet foods with very high quality and sustainability standards, and when we don't find ingredients that meet those standards, we create new ingredients," said Joshua Errett, VP of Product Development at CULT. "Our scientist-formulated probiotic is one of our foundational ingredients at Noochies! – we are super focused on the immunity, digestion and longevity of our cats and dogs."

About CULT Food Science

CULT Food Science Corp. is the first publicly-traded company of its kind in North America, pioneering the investment, development, and commercialization of cellular agriculture technologies and products. Through its global portfolio of companies and its venture studio, CULT Food Science provides investors with unprecedented exposure to the most innovative start-up, private or early-stage cultivated meat, cell-based dairy, and other cultured food companies around the world.

Additional information can be found by viewing the Company's website at cultfoodscience.com or its regulatory filings on sedar.com.

On behalf of the Board of Directors of the Company,

CULT FOOD SCIENCE CORP.

"Lejgy Gafour"

Lejgy Gafour, Chief Executive Officer

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Forward-Looking Information:

Information set forth in this news release may involve forward-looking statements. Forward-looking statements are statements that relate to future, not past, events. In this context, forward-looking statements often address a company's expected future business and financial performance, and often contain words such as "anticipate", "believe", "plan", "estimate", "expect", and "intend", statements that an action or event "may", "might", "could", "should", or "will" be taken or occur, or other similar expressions. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

Such factors include but are not limited to the following risks: those associated with marketing and sale of securities; the need for additional financing; reliance on key personnel; the potential for conflicts of interest among certain officers or directors with certain other projects; and the volatility of common share price and volume. Forward-looking statements are made based on management's beliefs, estimates and opinions on the date that statements are made and except as required by law, the Company undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change. Investors are cautioned against attributing undue certainty to forward-looking statements. For further information on risk, investors are advised to see the Company's MD&A and other disclosure filings with the regulators which are found at sedar.com.

SOURCE: CULT Food Science Corp.