



NEWS RELEASE

CULT Food Science Subsidiary Further Foods Spotlights Filed PCT Patent Applications for Noochies! Proprietary Technologies

Further Foods Pursuing Patent Protection for Noochies! Ingredients and Products

Toronto, Ontario, June 25, 2024 / CNW / CULT Food Science Corp. (“CULT” or the “Company”) (CSE: CULT) (OTC: CULTF) (FRA: LN0), a disruptive food technology platform pioneering the commercialization of lab grown meat and cellular agriculture to reshape the global food industry, has filed two Patent Cooperation Treaty (PCT) applications for its innovative technologies Bmmune™, Bflora™, as well as the freeze drying process, used in its Noochies! product line. The filing of these PCT applications will give the Company the opportunity to protect these technologies in over 150 countries, further advancing its goal of building a defensible, breakthrough and first to market basket of cell-ag IP and technologies.

Key Takeaways

- The filing of these PCT applications will give the Company the opportunity to protect this technology in over 150 countries.
- Bmmune™ is a proprietary blend designed to meet and exceed dogs' and cats' protein requirements while supporting gut health and immune defense.
- Bflora™ is a combination of research-proven beneficial probiotic bacteria to help create and maintain a healthy gastrointestinal tract for pets.
- Advancing Noochies! ingredients through the patent process is a critical component of protecting Further Foods intellectual property and enabling future deals for joint ventures, royalties and licensing of the Noochies! ingredient stack.

Bmmune™ is a unique nutritional yeast blend that includes a bioactive fermentation product. This proprietary blend meets and exceeds the protein requirements of dogs and cats, providing

essential B vitamins and all necessary amino acids. Additionally, the fermentation product acts as a prebiotic fiber, supporting immune defense, gut microbial health, and overall gut function.

Bflora™ is made of four strains of research-proven beneficial probiotic bacteria to help create and maintain a healthy gastrointestinal tract for pets. The functionality of Bflora™ is aided through the digestive tract by our patent-pending 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.

CULT Food Science's Noochies! brand utilizes Bmmune™ and Bflora™ as foundational ingredients, offering a superior nutritional profile for pets. Bmmune™ is rich in polyphenols, compounds that promote intestinal health, reduce inflammation, and combat oxidative stress. 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. These benefits contribute to the overall well-being of pets, making Noochies! a groundbreaking product in the cultivated pet food market.

Bmmune™ and Bflora™ showcase CULT Food Science's dedication to creating innovative intellectual property through its subsidiaries and commitment to developing technologies that drive growth and innovation in the food science sector.

The overwhelming majority of the estimated US\$192-billion global pet food market¹ is based on farmed animal protein. But those conventional foods are falling short of consumer expectations around pet nutrition, are environmentally hazardous and face supply chain constraints. In recent years, pet foods based on alternative proteins have become a high-growth segment of the industry. These treats, supplements and food products avoid the unsustainable factory farming system altogether and rely mostly on plant proteins thus far.

Management Commentary

Mitchell Scott, CEO of CULT Food Science, stated, "The patent applications protecting our Bmmune™ and Bflora™ technologies are a significant milestone for CULT. They underscore the innovative nature of our Noochies! product line. We are dedicated to advancing our development efforts to bring cutting-edge solutions to the pet food market, driving value for our shareholders. Noochies! continued traction demonstrates that pet owners see nutritive benefits in avoiding animal byproducts and meats coming from dead, dying or diseased farmed animals. Pet foods that contain farmed animal meat have a heavy toll on the environment, estimated to emit as many as 64 million tons of greenhouse gases into the atmosphere every year".

About CULT Food Science

¹ <https://www.mordorintelligence.com/industry-reports/global-pet-food-market-industry>

CULT Food Science is a disruptive food technology platform pioneering the commercialization of lab grown meat and cellular agriculture to reshape the global food industry. CULT's robust portfolio of investments in cutting-edge, venture-backed cellular agriculture and lab-grown meat companies provides widespread investor access to the future of food. Backed by a team of experts with extensive experience in food technology and launching consumer food products, CULT is committed to being at the forefront of the food revolution.

About Further Foods

Further Foods is revolutionizing pet nutrition through its innovative brand, Noochies! Noochies! leverages advanced cellular agriculture technologies to create pet food products with superior nutrition profiles and ethical standards. Noochies! recently introduced the world's first freeze-dried, high-protein, nutrient-rich pet treats made without factory farming. Noochies! products are currently available for sale in the United States and Canada at select retailers and online at <https://www.noochies.co/>.

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.

"Mitchell Scott"

Mitchell Scott, Chief Executive Officer

For further information about CULT Food Science Corp.:

Tel: + 1 (888) 733 - 8581

Email: IR@CULTFoodScience.com

Web: CULTFoodScience.com

Twitter: [@CULTFoodScience](https://twitter.com/CULTFoodScience)

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.