



NEWS RELEASE

CULT Food Science Subsidiary Further Foods to Launch Noochies! Sprinkles for Dogs and Cats

Revolutionary toppers bring enhanced nutrition to every meal

Toronto, Ontario, September 25, 2024 / CNW / CULT Food Science Corp. (“CULT” or the “Company”) (CSE: CULT) (OTC: CULTF) (FRA: LN00), a disruptive food technology platform pioneering the commercialization of lab grown meat and cellular agriculture to reshape the global food industry, is thrilled to announce that its subsidiary, Further Foods Inc., will be launching its Sprinkles line of toppers to customers in the United States and Canada in October. Pet parents will be able to boost their pets’ meals with a unique blend of cultured ingredients that support digestion, nutrient absorption and immunity.

Key Takeaways:

- Noochies! Sprinkles toppers will be available to customers in the United States and Canada starting in October.
- Launch of 6 new SKUs will bring the total Noochies! product offering to 8 different products.
- Further Foods has received positive initial feedback from the FDA regarding its feeding trial design for cell-cultivated chicken in dog food products.

Noochies! Sprinkles are premium supplements made with super-functional ingredients missing from even the healthiest diets. They feature Bmmune™, the brand’s proprietary high-protein nutritional yeast, and Bflora™, the company’s probiotic blend of research-proven beneficial bacteria that supports immunity, gut health, digestion and more. With options that cater to both dogs and cats, the updated line includes:

Immune Sprinkles: A sprinkle a day delivers probiotics, prebiotics and postbiotics – an immunity trifecta! Paired with Bmmune™ for immunity and vegan fermented glutamine, it reduces inflammation and also supports digestion and gut health.

Joint Boost Sprinkles: Crafted with animal-free cultured glucosamine, this ocean-friendly supplement is fortified with algae-derived DHA and turmeric for reducing joint inflammation, plus Bmmune™, the brand's own high-protein strain of B vitamin-rich nutritional yeast.

Wellness Sprinkles: The star ingredient in this supplement is the brand's exclusive Bflora™ probiotic blend, which is designed to create and maintain a healthy digestive tract. Blended with seaweed, plus fruit and vegetable powders for antioxidants and phytonutrients, the result is a super-functional solution for gut health, skin and coat and overall vitality.

Noochies! Sprinkles will be available in 4-ounce resealable pouches for USD\$16.99. For more information, please visit www.Noochies.co.

Feeding Trial Update

As previously announced on August 8, 2024, Further Foods Inc., completed and submitted the feeding trial design protocol for dog food products containing cell-cultivated chicken to the Food and Drug Administration ("FDA"). The Company is pleased to announce that Further Foods has received initial feedback on the protocol from the FDA indicating the overall study design is generally appropriate. To ensure that the feeding trial will be adequate for evaluating the target animal safety of the cell cultured chicken ingredient, the FDA has requested that Further Foods submit additional details on certain aspects of the trial for review prior to trial initiation. Further Foods is working closely with vet nutritionist Dr. Sarah Dodd on the requested details and expects to submit them to the FDA in October.

Management Commentary

"Noochies! is committed to providing dogs and cats with nutrition that's not only good for them but also good for the planet," commented Mitchell Scott, CEO of CULT Food Science. "Our Sprinkles do just that – offering delicious, plant-powered nutrition in a way that's easy for pet parents to incorporate into their pets' bowls."

About CULT Food Science

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](https://www.sedar.com).

SOURCE: CULT Food Science Corp.