



NEWS RELEASE

CULT Food Science Subsidiary Further Foods Welcomes New Head of Sales and Marketing

Kevin Ryan joins Noochies! team to drive growth and innovation

Toronto, Ontario, October 10, 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 pleased to announce that Kevin Ryan will be joining its subsidiary, Further Foods Inc., as the Head of Sales and Marketing for its innovative pet food brand, Noochies!

Key Takeaways:

- Kevin brings a wealth of pet food industry experience to Noochies! Head of Sales and Marketing role
- Noochies! brand is poised for retail sales growth both in North America and internationally

In his new role, Kevin will lead the development and implementation of all sales and marketing strategies aimed at achieving revenue targets and expanding distribution. He will guide the growth of the Noochies! brand into new markets and channels, while building and maintaining strong relationships with key clients, distributors and retail partners. Additionally, he'll spearhead all consumer and digital marketing initiatives, overseeing the development and execution of the brand's positioning, messaging and campaigns. Working closely with the Company's CEO, Kevin will also focus on driving growth through direct-to-consumer platforms, including the company's own website and 3rd party marketplaces like Amazon and Chewy.

No stranger to the pet industry, Kevin previously served as the International Sales Manager for Midwestern Pet Foods, Inc. While there, he managed the brand's presence, sales channel and profitability outside of the United States through proactive and assertive marketing initiatives. Prior to that, he served as the Global Marketing Director for TOP 1 Oil Products Co. USA, where

he expanded the brand's global presence, sales channels and profitability across 40 international accounts, while also setting five Guinness World Records.

Management Commentary

"We are thrilled to welcome Kevin to the Noochies! team," commented Mitchell Scott, CEO of CULT Food Science. "His expertise and ability to identify market opportunities, combined with his strategic approach to both sales and marketing, will be instrumental in driving our growth and establishing Noochies! as a top brand in the global specialty pet market."

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.

SOURCE: CULT Food Science Corp.