

Sweet Earth Holdings Selected by Shark Discoveries to Be Featured on Their Retail Network

Vancouver, British Columbia--(Newsfile Corp. - July 29, 2020) - Sweet Earth Holdings Corp. (CSE: SE) (FSE: 1KZ1) ("Sweet Earth") is pleased to announce that Shark Discoveries^[1] and Kevin Harrington^[2] ("Shark Discoveries") has selected Sweet Earth to be featured in its retail partner network, which includes magazines and the "As Seen On TV" network. Kevin Harrington is a globally respected entrepreneur, investor, and was an original Shark on the hit ABC's series, Shark Tank.^[3]

Sweet Earth was selected after Shark Discoveries conducted an extensive review of CBD companies and determined Sweet Earth products to be of superior quality versus its peers. Sweet Earth maintains the following attributes that Shark Discoveries feels compliments the latter's "health and beauty" retail and distribution platform:

- The vertically integrated "farm to shelf" model is unique in the CBD sector, which is mostly comprised of growers, extractors, manufactures and distributors.
- "Farm to Shelf" production control enhances quality assurance.
- Tasteful and artistic shopping website
- Leaping Bunny accreditation.^[4]
- Organic and Vegan product focus.

The Company and Shark Discoveries will work with Sweet Earth to produce a series of commercials, provide marketing exposure direct to consumers and connect Sweet Earth to their extensive network of consumer outlets.

About Sweet Earth

Sweet Earth is a vertically integrated "farm to shelf" hemp grower with a farm in Applegate, Oregon, that maintains a full line of hemp and CBD products for the US and global market. Its products combine CBD with herbal and organic ingredients, all of which are selected for their beneficial properties to soothe, rejuvenate, and reduce inflammation. In addition to high-end finished products, Sweet Earth prides itself on sustainability by minimizing the use of plastics in both production and packaging.

Sweet Earth's in-house genetics team has been working on its own proprietary hemp strain. This strain has been grown in its indoor greenhouse resulting in high yielding CBD rich flower. Sweet Earth looks forward to planting this new strain outdoors for the 2020 season. Sweet Earth products are sold on its website: www.sweetearthcbd.com.

ON BEHALF OF THE BOARD

"Amrik Virk"

Amrik Virk Director

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Neither the Canadian Securities Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.

[1] <https://www.khbrandresponse.tv/>

[2] <https://www.thesharkgroup.com/speaking/kevin-harrington/>

[3] <https://www.cnbc.com/shark-tank/>

[4] <https://www.leapingbunny.org/>



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