

Sweet Earth Holdings Inc. Commences Trading On OTCQB Market

Vancouver, British Columbia--(Newsfile Corp. - October 20, 2020) - Sweet Earth Holdings Corp. (**CSE: SE**) (**FSE: 1KZ1**) ("**Sweet Earth**") is pleased to announce that its shares have been listed on the United States' Over-The-Counter Bulletin ("**OTCQB**"). The Company currently trades on the Canadian Stock Exchange under the ticker symbol "SE" and on the Frankfurt Exchange under the symbol 1KZ1. A further listing on the OTCQB broadens the market to include investors in the United States. The Company decided it was important to list on the OTCQB, given that its operations are based in the United States, South America, and European Community.

The OTCQB is the middle tier of the three OTC trading platforms. It was created in 2010 and consists of early-stage and developing U.S. and international companies. The OTCQB marketplace is run through OTC Link, an inter-dealer quotation and trading system developed by OTC Markets Group. OTC Link is registered with the SEC as a broker-dealer and also as an alternative trading system (ATS). OTC Link enables broker-dealers to not only post and disseminate their quotes, but also negotiate trades through the system's electronic messaging capability. This feature enabled it to effectively replace FINRA's OTCBB, which was a quotation-only system.

The Company has also retained Promethean Marketing ("**Promethean**"), of Annapolis, Maryland in the United States to provide ongoing marketing services including content distribution and advertising for the US market. The engagement not only focuses on investor awareness, but also encompasses business initiatives. Promethean will work with affiliated groups to facilitate US investor awareness and generate traffic to the Company's shopping pages. Promethean has been paid USD\$400,000 to develop required content and artwork and to launch its market awareness programs, which includes guidance on two new shopping portals that the Company will provide updates on soon.

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.

Sweet Earth maintains a portfolio of products that includes facial and body care, men's, spa, hemp, and muscle products that are sold on its website, <https://sweetearthskincare.com>.

Sweet Earth also operates a proprietary online shopping portal for discerning pet owners offering pet treats comprised of high-quality ingredients, which are further enriched with CBD and Vitamin E. The treats are sold on its website: <https://www.sweetearthpets.com>.

ON BEHALF OF THE BOARD

"Chris Cooper"

Chris Cooper

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