



(CSE: SE)
(FSE: 1KZ1)
(OTCQB: SEHCF)

CORPORATE UPDATE

(CSE: SE)

VANCOUVER, B.C. February 17, 2021 – Sweet Earth Holdings Corp. (CSE: SE) (FSE: 1KZ1) (OTCQB: SEHCF) (“**Sweet Earth**” the “**Company**”), at the request of OTC Markets, is providing the following comments regarding recent promotional activity with respect to the Company.

The Company has been listed on the Canadian Securities Exchange from June 2019. Since that time, the Company has engaged certain third parties to provide media, marketing, and investor relations services (“**Promotional Activity**” or “**Promotional Activities**”). Most of the Company’s Promotional Activities have been ongoing since listing. Most recently, the Company engaged The Promethean Group in October 2020 to provide marketing services. All source materials and content for all Promotional Activity were provided by the Company and vetted for factual accuracy by a senior officer of the Company. Payment for Promotional Activities was made exclusively by the Company. In connection with the creation of the Promotional Activity, the Company through its executive management participated in the creation of promotional materials. The Company was not involved in the distribution of promotional materials and all Promotional Activities were undertaken pursuant to written or oral agreements with third party service providers and their sub-contractors. The Company ultimately had control over the content of all Promotional Activities.

The Company was aware of all Promotional Activities from when such activities were engaged (as set out in the Schedule A below) and confirms that the statements in the Promotional Activity are not false or misleading. The Company does not believe that the Promotional Activity had any material impact on the trading activity of the Company’s shares but rather, the fact that the Company was developing its products, launching new products, and raising capital was the significant factor in the trading activity of the Company’s shares.

The Company verifies the truth and accuracy of the facts provided in or through all Promotional Activities and confirms that, after due inquiry, no third party has paid for or participated in the creation or distribution of Promotional Activity. The Company is not aware, after inquiry, if any, director, officer, employee, or service provider providing Promotional Activity has traded in the shares of the Company in the preceding 90 days, save and except for the sale of 25,000 shares of the Company on January 21, 2021 by its Chief Executive Officer. The Company has not issued convertible securities at a discount to market price when such convertible securities were contracted. Schedule A is a list of third party service providers engaged by the Company to provide Promotional Activities in the preceding 12 months.

About Sweet Earth

Corporate Website: <https://sweetearthcbdcorp.com>.

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 skin and body care products that includes facial products, men's, spa, hemp, and muscle products that are sold on its website, <https://sweetearthskincare.com>.

Sweet Earth 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>.

Sweet Earth has created a line of CBD that cigarettes are made from 100% naturally grown US hemp flower that is rich in non-intoxicating cannabinoids like CBD and cannabigerol ("CBG"). The cigarettes are completely free of tobacco, nicotine, or additives. The cigarettes are also rich in terpenes, like pinene, limonene and myrcene and are sold on its online portal, <https://www.sweetearthsmooth.com>

ON BEHALF OF THE BOARD

"Peter Espig"

Peter Espig

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

Forward looking statements

This news release includes statements containing forward-looking information within the meaning of applicable Canadian securities law ("forward-looking statements"). Forward-looking statements are frequently characterized by words such as "develop", "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "potential", "propose" and other similar words, or statements that certain events or conditions "may" or "will" occur, and in this release include the statement regarding the Company's goal of building a successful hemp and CBD consumer products company. Forward-looking statements are only predictions based on the opinions and estimates of management at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking statements, including: that the Company may not succeed in developing a commercial product; that the sale of products may not be a viable business; that the Company may be unable to scale its business; product liability risks; product regulatory risk; general economic conditions; adverse industry events; future legislative and regulatory developments; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favourable terms; currency risks; competition; international risks; and other risks beyond the Company's control. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.

Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this news release.

SCHEDULE A

| Third Party Provider within last 12 months | Date First engaged | Currently Active |
|---|---------------------------|-------------------------|
| Blackx GMBH | June 2020 | Y |
| The Promethean Group | October 2020 | Y |