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Sweet Earth Announces Closing of Non-brokered Private Placement of Units

Vancouver, British Columbia, October 15, 2021 – Sweet Earth Holdings Corp. (CSE: SE) (FSE: 1KZ1) (OTCQB: SEHCF) (“**Sweet Earth**” or the “**Company**”) is pleased to announce that it has closed the non-brokered private placement of 12,120,000 units of the Company (each a “**Unit**” and collectively, the “**Units**”) at a price of \$0.10 per Unit for gross proceeds of \$1,212,000 (the “**Offering**”).

Each Unit consisted of one (1) common share in the capital of the Company (each a “**Share**”) and one (1) common share purchase warrant of the Company (each a “**Warrant**”). Each Warrant will be exercisable into one (1) additional Share (a “**Warrant Share**”) at an exercise price of \$0.125 per Share for a period of 36 months from the closing date of the Offering.

All securities issued in connection with the Offering are subject to a statutory hold period of four months and one day following the closing date of the Offering in accordance with applicable securities legislation. Completion of the Offering is subject to a number of conditions, including, but not limited to, the receipt of all regulatory approvals, including approval of the CSE. The proceeds from the Offering for working capital and general corporate services.

The Company also announces that it has granted an aggregate of 2,875,000 stock options (each an “**Option**”) to certain directors, officers and consultants for the purchase of up to 2,875,000 Shares of the Company pursuant to the Company’s stock option plan. Each Option is exercisable for a period of five (5) years at a price of \$0.10 per Share. The underlying Shares in each Option are not subject to statutory hold periods.

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

"Chris Cooper"

Chris Cooper, CFO and 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.

The securities being referred to in this news release have not been, nor will they be, registered under the United States (U.S.) Securities Act of 1933, as amended, and may not be offered or sold in the U.S. or to, or for the account or benefit of, U.S. persons absent registration or an applicable exemption from the registration requirements. This news release does not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful.

Forward-Looking Information: This news release includes certain statements that may be deemed "forward-looking statements". The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "would", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this News Release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure documents which can be found under the Company's profile on www.sedar.com.