

Sweet Earth Featured on Cannabis Radio and Midas Letter

Vancouver, British Columbia--(Newsfile Corp. - October 22, 2021) - Sweet Earth Holdings Corp. (**CSE: SE**) (**FSE: 1KZ1**) (**OTCQB: SEHCF**) ("**Sweet Earth**" the "**Company**") is pleased to announce that it continues to forge media attraction, both from investor and product focused media outlets. The exposure is positively impacting its online sales portal.

Sweet Earth was recently featured on **Cannabis Radio**^[1], the premier online/podcast radio destination for all things cannabis. The interview featured the Company's CEO discussing the Company's vision, goals and differentiating characteristics versus peers:

Interview: <https://cannabisradio.com/podcasts/grassroots-marketing/sweet-earth-with-ceo-peter-espig/>.

On October 11, 2021, the Company was featured in the Midas Letter^[2], which provides investing reporting and analysis in mining, cannabis, medical marijuana, Canadian ACMPR, energy, and technology companies.

Interview: <https://midasletter.com/2021/10/award-winning-cbd-company-with-top-5-global-player-ambitions-sweet-earth-holdings-se/>.

On October 14, 2021, the Company was featured in Boulder Weekly^[3] an alternative newsweekly that publishes every Thursday in Boulder, Colorado. In the interview the Company provided insight into the importance of isotopic molecular size's importance in the Company's CBD products. Skin, as an organ, only allows very small molecules to pass through it and into the body because it functions as protection for invasive bodies. Thus, no matter how much CBD a salve contains, if the molecular size of that isolate is too big, the CBD won't make it through the epidermis and the dermis and into the subcutaneous tissue.

Article: <https://www.boulderweekly.com/features/weed-between-the-lines/size-matters-and-smaller-is-better/>.

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"

For additional information contact:

Chris Cooper / CFO and Director

Telephone: (604) 307-8290

Email: info@sweetearthcbd.com

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

[1] Cannabis Radio: <https://cannabisradio.com/>

[2] The publication specializes in the identification of macro and micro economic trends, with stock selections that regularly outperform both the broader market and the junior resource markets especially the TSX and TSX Venture

[3] The paper is a member of the [Association of Alternative NewswEEKlies](#) (AAN) and is owned and published by Stewart Sallo.



**SWEET
EARTH**

To view the source version of this press release, please visit

<https://www.newsfilecorp.com/release/100567>