

SWEET EARTH ANNOUNCES SHARE CONSOLIDATION

Vancouver, British Columbia (April 19, 2023) – Sweet Earth Holdings Corporation (CSE: SE) (FSE: 1KZ1) (OTC Pink: SEHCF) ("**Sweet Earth**" or the "**Company**"), announces that effective April 24, 2023, the Company will consolidate its common shares (the "**Common Shares**") on an eight (8) to one (1) basis (the "**Consolidation**").

The name of the Company and trading symbol will remain the same after the Consolidation. The new CUSIP number will be 87039X307 and the new ISIN number will be CA87039X3076 for the post Consolidation Common Shares.

The Company's post-Consolidation Common Shares are expected to begin trading on the Canadian Securities Exchange ("**CSE**") on or about April 24, 2023. The total issued and outstanding number of Common Shares post-Consolidation will be approximately 2,802,956.

Letters of transmittal with respect to the Consolidation will be mailed to all registered shareholders of the Company. All registered shareholders will be required to send their respective certificates representing the pre Consolidation Common Shares along with a properly executed letter of transmittal to the Company's transfer agent, Odyssey Trust Company ("**Odyssey Trust**"), in accordance with the instructions provided in the letter of transmittal. All shareholders who submit a duly completed letter of transmittal along with their respective pre-Consolidation Common Share certificate(s) to Odyssey Trust, will receive a post Consolidation Common Share certificate or Direct Registration Advice representing the post Consolidation Common Shares.

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 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://sweetearths skincare.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 pre-rolls that are made from 100% naturally grown US hemp flower that is rich in non-intoxicating cannabinoids like CBD and cannabigerol ("**CBG**"). The pre-rolls are completely free of tobacco, nicotine, or additives. The pre-rolls 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.

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.