

SWEET EARTH ANNOUNCES \$500,000 PRIVATE PLACEMENT

Vancouver, British Columbia (June 1, 2023) – **Sweet Earth Holdings Corporation (CSE: SE) (FSE:1KZ1) (OTCQB: SEHCF)** (“**Sweet Earth**” or the “**Company**”) is pleased to announce a non-brokered private placement offering (the “**Offering**”) of 10,000,000 units at a price of \$0.05 per unit (each, a “**Unit**”) for gross proceeds of \$500,000. Each Unit consists of one common share (a “**Common Share**”) of the Company and one whole Common Share purchase warrant (a “**Warrant**”). Each Warrant will entitle the holder thereof to acquire one Common Share at an exercise price of \$0.10 per common share for a period of 24 months from the closing date of the Offering.

The net proceeds of the Offering are expected to be used for general working capital purposes and to pay the Company’s payables. The securities issued under the Offering will be subject to a statutory hold period in Canada expiring four months and one day from the closing of the Offering. No Finder’s fees are payable in connection with the Offering.

All references to currency in this news release are to Canadian currency. The Company has obtained security holder approval for the Offering, by consent resolution, in accordance with section 4.6(2) of CSE Policy 4 – *Corporate Governance, Security Holder Approvals and Miscellaneous Provisions*. Closing of the Private Placement is expected to close on Monday June 12, 2023.

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

About Sweet Earth

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

Sweet Earth is a 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://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 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 CSE nor its regulation services provider accepts responsibility for the adequacy or accuracy of this release