

SWEET EARTH ANNOUNCES CLOSING OF NON-BROKERED PRIVATE PLACEMENT OF COMMON SHARES

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Vancouver, British Columbia (**October 17, 2024**) – **Sweet Earth Holdings Corporation (CSE: SE) (FSE:1KZ1) (OTCQB: SEHCF)** (“**Sweet Earth**” or the “**Company**”) announces, further to its news release dated October 4, 2024, that the Company has closed the previously announced non-brokered private placement of common shares in the capital of the Company (the “**Shares**”) at \$0.017 per Share by the issuance of 12,000,000 Shares for gross proceeds of \$204,000 (the “**Offering**”). All securities issued in connection with the Offering are subject to a statutory hold period of four months plus a day in accordance with applicable securities legislation ending on February 18, 2025.

The Company will use the net proceeds from the Offering for audit fees, payment of outstanding payables, and general working capital purposes.

About Sweet Earth

Sweet Earth is a reporting issuer in the Provinces of British Columbia, Alberta and Ontario with its common shares listed on the CSE. Sweet Earth has been developing hemp and CBD related assets in Canada and the United States and is actively seeking new and different business opportunities.

ON BEHALF OF THE BOARD

“*Chris Cooper*”

Chris Cooper, CFO and Director

For additional information

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Neither the CSE nor its regulation services provider accepts responsibility for the adequacy or accuracy of this release.

Certain statements contained in this news release may constitute forward-looking information. Forward-looking information is often, but not always, identified by the use of words such as “anticipate”, “plan”, “estimate”, “expect”, “may”, “will”, “intend”, “should”, and similar expressions. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. The Company’s actual results could differ materially from those anticipated in this forward-looking information as a result of regulatory decisions, competitive factors in the industries in which the Company operates, prevailing economic conditions, changes to the Company’s strategic growth plans, and other factors, many of which are beyond the control of the Company. The Company believes that the expectations reflected in the forward-looking information are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon. Any forward-looking information contained in this news release represents the Company’s expectations as of the date hereof, and is subject to change after such date. The Company disclaims any intention or obligation to

update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable securities legislation.

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