

Empower Signs Multi-Year Multi-National Licensing Deal with EuroLife

Empower Clinics to license online education technology to provide strategic value to their patients, retail locations, and to their expanding network of franchisees.

VANCOUVER BC / February 13, 2020 / EMPOWER CLINICS INC.

(CSE:CBDT)(OTC:EPWCF)(Frankfurt:8EC) ("**Empower**" or the "**Company**"), a vertically integrated and growth-oriented CBD life sciences company is pleased to announce it has signed a letter of intent (the "LOI") with **EuroLife Brands Inc. (EURO) (3CMA) (EURPF)** ("**EuroLife**"), a vertically integrated enterprise focused on the pan-European hemp, cannabinoid, and health and wellness sector, granting Empower an exclusive license of EURO's "Canvas.me" cloud based online educational platform in certain jurisdictions. The education technology is to be accessed by employees of Empower's owned and franchised clinics, patients, and a network of nationwide retailers in the United States.

Under the terms of the LOI, Empower will be granted an exclusive license of the Canvas.me platform in the United States and Mexico (expandable to other jurisdictions). It is envisioned that Empower will integrate and leverage the robust Canvas.me platform with its burgeoning clinic network across the continental United States. The LOI contemplates a three-year term with a three-year renewable option. An annual \$70,000.00 CAD licensing fee will be paid for the life of the proposed agreement, and the issuance of \$250,000.00 CAD of Empower common stock at a price of \$0.10 per share.

"This next phase in our partnership with Euro is the culmination of many months of collaboration to create access to the immense amount of educational content on the Canvas.me platform." said Steven McAuley, Chairman & CEO of Empower. "Empower, as thought leaders in the medical cannabis sector, need to lead consumer & physician education providing a branded curated experience starting with our 165,000 patients and then extending through our network of corporate and franchised clinics."

"EuroLife's SaaS based education technology platform will allow Empower Clinics to educate a consumer, retailer, and medical patient on an incredibly efficient basis," said Shawn Moniz, Chief Executive Officer, EuroLife Brands Inc. "We look forward to working with Empower and their expanding clinic network in providing unencumbered access to our online technology solution."

In 2018 EuroLife launched a consumer education portal for medical and recreational cannabis consumers. Through many discussions with industry stakeholders the management team discovered there was significant demand for a cloud-based education portal for licensed producers, retail dispensaries and other large to mid-sized companies in the cannabis sector. Executing on a renewed B2B technology model EuroLife recently delivered a redesigned budtender education portal for Aphria Inc. (see February 4, 2020 news release), the global cannabis leader with an unrelenting commitment to people, product quality and innovation. The portal allows Aphria to ensure retail employees across Canada are well-versed in Aphria's lineup of adult-use brands and enabled with information to provide superior customer service.

ABOUT EMPOWER

Empower is a vertically-integrated health & wellness brand with its first hemp-derived CBD extraction facility under development, the Company produces its proprietary line of cannabidiol (CBD) based products and distributes products through company owned and franchised clinics, with wholesale partnerships, online channels and with new retail opportunities nationwide in the U.S. The company is a leading multi-state operator of a network of physician-staffed wellness clinics, focused on helping patients improve and protect their health, through innovative physician recommended treatment options. The company has commenced activity on how to connect its significant data, to the potential of the efficacy of alternative treatment options related to hemp-derived cannabidiol (CBD) therapies.

About EuroLife Brands Inc.

EuroLife Brands (CSE: EURO) (FSE: 3CMA) (OTCPK: EURPF) is a leading global markets cannabis brand empowering the medical, recreational and CPG cannabis industry worldwide through a data-driven CBD marketplace supported by exclusive and unbiased physician-backed cannabis education and detailed consumer analytics.

ON BEHALF OF THE BOARD OF DIRECTORS:

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DISCLAIMER FOR FORWARD-LOOKING STATEMENTS

This news release contains certain "forward-looking statements" or "forward-looking information" (collectively "forward looking statements") within the meaning of applicable Canadian securities laws. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Forward-looking statements can frequently be identified by words such as "plans", "continues", "expects", "projects", "intends", "believes", "anticipates", "estimates", "may",

"will", "potential", "proposed" and other similar words, or information that certain events or conditions "may" or "will" occur. Forward-looking statements in this news release include statements regarding; the Company's intention to open a hemp-based CBD extraction facility, the expected benefits to the Company and its shareholders as a result of the proposed acquisitions and partnerships; the effectiveness of the extraction technology; the expected benefits for Empower's patient base and customers; the benefits of CBD based products; the effect of the approval of the Farm Bill; the growth of the Company's patient list and that the Company will be positioned to be a market-leading service provider for complex patient requirements in 2019 and beyond. Such statements are only projections, are based on assumptions known to management at this time, and are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the forward-looking statements, including; that the Company may not open a hemp-based CBD extraction facility; that legislative changes may have an adverse effect on the Company's business and product development; that the Company may not be able to obtain adequate financing to pursue its business plan; general business, economic, competitive, political and social uncertainties; failure to obtain any necessary approvals in connection with the proposed acquisitions and partnerships; and other factors beyond the Company's control. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. Readers are cautioned not to place undue reliance on the forward-looking statements in this release, which are qualified in their entirety by these cautionary statements. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements in this release, whether as a result of new information, future events or otherwise, except as expressly required by applicable laws.