

NEWS RELEASE

FOR IMMEDIATE RELEASE

Thursday, September 7, 2023



MOUNTAIN VALLEY MD ANNOUNCES APPOINTMENT OF NEW CFO

Toronto, Ontario – September 7, 2023 - Mountain Valley MD Holdings Inc. (the “Company” or “**MVMD**”) (CSE: MVMD) (OTCQB: MV MDF) (FRA: 20MP) is pleased to announce the appointment of Lucie Letellier to the role of Chief Financial Officer effective September 11, 2023. Ms. Letellier succeeds Aaron Triplett, who previously served as Chief Financial Officer and will remain as a non-executive consultant of the Company through November 30, 2023 in order to ensure a seamless transition.

“I am very pleased to welcome Lucie Letellier to this important role and look forward to capitalizing on her leadership and expertise to support MVMD’s commercialization growth phase and the scaling of our operations,” said Dennis Hancock, President & CEO of the Company. “Ms. Letellier’s proven track record of results-driven leadership, strategic thinking and financial acumen comes at an important time for MVMD as we navigate complex international sales, royalty, and tax strategies.”

With a distinguished financial career spanning more-than 25 years, Ms. Letellier brings a wealth of expertise in public markets and international business. Ms. Letellier originally served as the CFO of Mountain Valley MD Inc. (MVMD’s wholly owned subsidiary), where she skillfully navigated a complex Reverse Takeover (RTO) transaction in February 2020 and led multiple financing rounds in the establishment of the business. Ms. Letellier transitioned into an advisory role with the Company in May of 2020 as she took a leave of absence from full-time responsibilities to prioritize family commitments. Her extensive financial expertise has been showcased in numerous roles over her career, including CFO of Paramount Gold and Silver Corp. (NYSE/TSX: PZG). At Paramount Gold, she supported the company’s growth, overseeing \$30 million in equity financing, which ultimately led to its acquisition by Coeur Mining (NYSE: CDE) for \$200 million. Lucie’s extensive experience includes key financial leadership positions in various multinational corporations across numerous stock exchanges, including CFO roles at Crestwell Resources (CSE: CER), Everton Resources Inc. (EVR: TSX-V), and Albert Mining Inc. (MJX: TSX-V).

“Ms. Letellier brings a deep understanding of financial reporting for both US and Canadian public companies, tax compliance, corporate governance, and continuous disclosure requirements,” continued Mr. Hancock. “Ms. Letellier’s ability to navigate diverse regulatory environments, manage currency fluctuations, and adapt to cultural nuances across international markets will be invaluable on our leadership team.”

The Company has granted stock options (the “**Options**”) to Ms. Letellier, in accordance with the terms and conditions of the Company’s Stock Option Plan, to purchase 500,000 common shares in the capital stock of the Company. The Options are exercisable for a period of five years from the date of grant at a price of \$0.05 per share. The Options will vest 20% on the date of grant, 30% on the 6-month anniversary following the date of grant and the remaining 50% on the 12-month anniversary following the date of grant.

The Company extends its appreciation to outgoing CFO Aaron Triplett for his extensive contributions to the Company's development and providing financial leadership in a challenging start-up environment and wishes him well in his new endeavours.

ABOUT MOUNTAIN VALLEY MD HOLDINGS INC.

Mountain Valley MD is building a world-class organization centered around the implementation, licensing and reselling of key technologies and formulations:

- patented Quicksome™ oral formulation and delivery technologies,
- patented Quicksol™ solubility formulation technology
- licensed product reseller of Agrarius™, a novel agricultural plant signalling technology

Consistent with its vision towards "More Life", MVMD applies its owned and licensed technologies to its work for advanced delivery of molecules for human and husbandry animal applications, including the development of products for pain management, weight loss, energy, focus, sleep, anxiety, and more. Additionally, MVMD's work with Agrarius is focused on generating a positive impact on crop yields and reducing fertilizer usage.

MVMD's patented Quicksome™ technology utilizes proprietary formulations and stabilizing molecules to encapsulate and formulate active ingredients into highly efficient product formats. The result is a new generation of product formulations that could be capable of delivering nutraceutical and drug molecules into the body faster, with greater impact, efficiency and accuracy.

MVMD's patented Quicksol™ technology covers all highly solubilized macrocyclic lactones that could be effectively applied in multiple viral applications that could positively impact human and animal health globally.

MVMD's licensed Agrarius™ agricultural plant signalling technology that could be capable of application to agricultural crops to naturally increase yields, reduce fertilizer usage, and increase general resilience to pests and climate change.

For more Company information and contact details, visit www.MVMD.com.
SOURCE: Mountain Valley MD Holdings Inc.

For further information:

Dennis Hancock
President and Chief Executive Officer
Mountain Valley MD Holdings Inc.
Investor Relations @ 647-725-9755
Email: info@mvmd.com

www.MVMD.com

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION

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, and other factors, many of which are beyond the control of the Company. The Company is making forward-looking statements, including but not limited to: The Company is making forward-looking statements including but not limited to: the effective date of the appointment of Ms. Letellier; the continued delivery of services by Mr. Triplett and the timing thereof; the terms of the options granted to Ms. Letellier, including the vesting terms thereof. 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.

Neither the CSE nor OTC has reviewed or approved the contents of this press release.