

IONIC BRANDS CORP.

Ionic Brands Corp. Announces Completion of the Acquisition of Blacklist Holdings, Inc.

Vancouver, British Columbia, March 22, 2019 – Ionic Brands Corp. (the “**Company**”) (CSE: IONC), formerly Zara Resources Inc. (CSE: ZRI), is pleased to announce that it completed its previously announced acquisition (the “**Transaction**”) of Blacklist Holdings, Inc. (“**Blacklist**”). In connection with the Transaction, the Company consolidated its common shares on the basis of one post-consolidation share for each 35.9389 pre-consolidation shares (the “**Consolidation**”) and changed its name to “Ionic Brands Corp.”. The Transaction constitutes a “fundamental change” pursuant to Policy 8 – *Fundamental Changes and Change of Business* of the Canadian Securities Exchange (the “**CSE**”) and the Company will carry on the business of Blacklist, which is now a wholly owned subsidiary of the Company.

The CSE issued its conditional approval of the Transaction on March 4, 2019. The Company’s post-Consolidation common shares (the “**Common Shares**”) will resume trading on the CSE under the new ticker symbol “IONC” after the CSE’s conditions for listing are satisfied and the CSE issues its final exchange bulletin confirming the completion of the Transaction. The Common Shares are anticipated to resume trading by the end of March.

The Company acquired all of the issued and outstanding shares of Blacklist through an amended and restated share exchange agreement dated February 26, 2019 among the Company, 1185669 B.C. Ltd. (“**Zara Subco**”), Blacklist, Blacklist Finco, Inc. (“**Blacklist Finco**”) and certain securityholders of Blacklist. Pursuant to the Transaction, the Company issued to the shareholders of Blacklist an aggregate of 88,574,574 Common Shares. Outstanding common share purchase warrants of Blacklist by their terms became exercisable for an aggregate of 19,726,340 Common Shares.

In addition, the Company completed a “three-cornered” amalgamation (the “**Amalgamation**”) whereby Zara Subco, a wholly-owned subsidiary of the Company, amalgamated with Blacklist Finco, a wholly-owned subsidiary of Blacklist, pursuant to an amalgamation agreement dated December 24, 2018 among the Company, Zara Subco and Blacklist Finco (the “**Amalgamation Agreement**”). Pursuant to terms of the Amalgamation Agreement, an aggregate of 14,280,146 Common Shares were issued to shareholders of Blacklist Finco.

In connection with the Transaction, the Company issued 5,250,000 Common Shares to certain finders at a deemed price of \$0.50 per Common Share as finder’s fees and such Common Shares are subject to a contractual hold period expiring on September 22, 2019.

With the completion of the Transaction, the Company has 108,436,715 Common Shares issued and outstanding (on an undiluted basis). The principals of the Company collectively hold

44,706,957 Common Shares, and 44,228,207 Common Shares are subject to an Escrow Agreement pursuant to the policies of the CSE.

In connection with the completion of the Transaction, the Company is pleased to announce its board of directors as follows: John Gorst, Andrew Schell, Bryen Salas, Christian Struzan, Austin Gorst, M. Carroll Benton and Brian Lofquist. In addition, the Company is pleased to announce its executive management as follows:

- John Gorst – Chief Executive Officer
- Andrew Schell – Chief Strategies Officer
- Bryen Salas – President
- Christian Struzan – Chief Marketing Officer
- Austin Gorst – Vice President
- Scott Manson – Chief Financial Officer

Additional information in respect of the Company's business is available in the Company's listing statement dated March 22, 2019, available under the Company's profile on www.sedar.com.

Early Warning Report filed pursuant to National Instrument 62-103 – The Early Warning System and Related-Take-Over Bid and Insider Reporting Issues

John Gorst and Andrew Schell (collectively, the “**Reporting Insiders**”) have filed early warning reports as required under applicable Canadian securities laws as a result of the Reporting Insiders acquiring the Common Shares of the Company pursuant to the Transaction.

Immediately prior to the closing of the Transaction, both Mr. Gorst and Mr. Schell beneficially owned nil Common Shares. Following the closing of the Transaction, Mr. Gorst beneficially owns or otherwise exercises control or direction over 16,829,641 Common Shares and 2,408,000 performance warrants of the Company, representing 15.5% of the Common Shares issued and outstanding as at March 22, 2019 (and 17.3% assuming full exercise of the performance warrants) and Mr. Schell beneficially owns or otherwise exercises control or direction over 16,132,521 Common Shares and 2,408,000 performance warrants of the Company, representing 14.9% of the Common Shares issued and outstanding as at March 22, 2019 (and 16.7% assuming full exercise of the performance warrants).

The Common Shares are held by the Reporting Insiders for investment purposes. The Reporting Insiders' future holdings in securities of the Company may increase or decrease in accordance with applicable securities legislation and in consideration of various factors that it may deem appropriate, including, but not limited to, the Reporting Insiders' investment criteria, market conditions and as circumstances warrant.

Additional information in respect of the foregoing matters is available in the early warning reports that have been filed under the Company's profile on www.sedar.com.

Disclosure and Caution

For further information, please contact the Company, CEO & Director - John Gorst at +1.253.248.7922.

ON BEHALF OF THE BOARD OF DIRECTORS

“John Gorst”

John Gorst
CEO and Director

Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

None of the securities issued pursuant to the Transaction or the Amalgamation will be registered under the U.S. Securities Act, or any state securities laws, and any securities issued pursuant to the Transaction or the Amalgamation will be issued in reliance upon available exemptions from such registration under the U.S. Securities Act and applicable exemptions under state securities laws.

Forward Looking Statements

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 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.