

IONIC Unveils Sophisticated New Product Packaging That Aligns With Consumer-Focused Top 10 Brand Cannabis Concentrate Brand Portfolio

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VANCOUVER, British Columbia, April 26, 2019 -- IONIC Brands Corp., formerly Zara Resources Inc. (CSE: IONC; FRA: IB3) ("**IONIC BRANDS**" or the "**Company**") is pleased to announce that its flagship brand, Ionic, has unveiled sophisticated new packaging for its product line that aligns with its market leading, luxury consumer-focused cannabis concentrate brand portfolio.

The new product packaging is now arriving in stores in Washington and California and will arrive in Oregon stores soon. Ionic's brand promise is to make beautiful, premium cannabis products that fit seamlessly into the discerning consumer's life. Ionic's pioneering new packaging delivers on the commitment to elevate the cannabis experience.

Christian Struzan, Chief Marketing Officer, commented that "the cannabis business and the cannabis consumer are both rapidly evolving. Over the last few years, dispensary design has become more and more chic, and the customer experience has become more sophisticated. Our new packaging is reflective of this evolution, and I believe this strategy puts us at the forefront of the luxury cannabis product market. The moment of conversion is what retail is all about. From a well-positioned brand and the message, it conveys to the tactile impression of our packaging and product itself. These are all important touch-points for our brand as it relates to our customers' journey, and it is something that we craft very carefully. Luxury, Class, Elegance, and Quality are the cornerstones of our brand and we strive to embody with the purpose of legitimizing cannabis and the cannabis consumer. 'Elevating Cannabis' isn't just a catch phrase for us, it's something we execute and deliver on every day."

Christian Struzan has over 30 years of marketing and branding experience in the entertainment and consumer goods industries. Struzan previously founded an award-winning advertising agency which executed marketing campaigns for many feature films including: The Star Wars franchise, Sideways and television series, American Idol, as well as working with global brands such as, Guinness, Stella Artois and Beck's.

Eliminating the negative stigma of cannabis use is primary motivation for high-end sophisticated packaging. Cannabis consumers represent a diverse demographic and prefers to purchase from a trusted producer. Upmarket and secure packaging is essential to meet our consumer needs in the legal cannabis market. IONIC Brands Chairman and CEO John Gorst commented, "We believe we will add new customers and retain our current customers as we offer the product and packaging that customers have been demanding."

Megan Stone at MG Retail Business Branding reports, "this is a paradigm shift, a fundamental change in thinking. Every single person who has risked freedom, acceptance, reputation, and relationships, every single one of us who is playing a role in helping the cannabis plant and its users step out of the shadows of society and into a legitimate existence in our communities...is a *hero*."

To view our sophisticated and pioneering new packaging, click <https://ionic.social/ionic-products/>

About IONIC Brands Corp

IONIC BRANDS is a national cannabis holdings company based in Washington, led by a team of successful entrepreneurs. The company is focused on building a multi-state consumer-focused cannabis concentrate brand portfolio focusing on the premium and luxury segments. The cornerstone brand of the portfolio, Ionic, is an accomplished #1 vaporizer brand in Washington State has aggressively expanded throughout the west coast of the United States and is currently operating in Washington, Oregon and California. IONIC BRANDS' strategy is to be the leader of the highest-value segments of the cannabis market and expand nationally.

ON BEHALF OF THE BOARD OF DIRECTORS

"John Gorst"

John Gorst
Chairman and CEO

For further information, please contact John Gorst, Chairman & CEO, info@ionicbrands.com, www.ionicbrands.com, 253-248-7927

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future events could differ materially from those anticipated in such statements. The risks are without limitations: the price for cannabis and related products will remain consistent and the consumer demand remains strong; availability of financing to the Company to develop the retail locations; retention of key employees and management; changes in State and/or municipal regulations of retail operations and changes in government regulations generally. Important factors that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time with the Canadian Securities Exchange, the British Columbia Securities Commission, the Ontario Securities Commission and the Alberta Securities Commission.