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CSE: IONC | FRA: IB3 | OTC: IONKF

For Immediate Release

Ionic Brands Corp. Revises Agreement to East Coast Expansion with M-2 Partners Based on Successful Entry into The Massachusetts Market.

TACOMA, WASHINGTON, USA, April 29th, 2021, IONIC BRANDS CORP. (CSE: IONC) (OTC: IONKF) (FRA: IB3) (“IONIC BRANDS” or the “Company”), a regional manufacturer of innovative cannabis edibles and concentrate extract products, is pleased to announce it has entered into a licensing and marketing agreement with M2 Partners LLC.

This engagement will extend Ionic Brands' portfolio of brands up and down the eastern seaboard, increasing our ever-growing brand presence and building more substantial brand equity throughout the US market. Strategic locations in New Jersey and Rhode Island, and Florida are currently in the works. This is in addition to the recently announced licensing agreement into Massachusetts.

The company provides additional incentives to M2 Partners by issuing an additional 500,000 shares of common stock with further issuance of equity of 250,000 shares based on achieving successful licensing and entrance into each of the New Jersey and Rhode Island markets. In addition, it is mutually agreed that Florida will be addressed on an individual basis due to the size and complexity of entering that Territory.

John P. Gorst, Ionic Brands Corp. Chairman & CEO says. “We have been very pleased with the speed at which M2 Partners has been able to secure our first partnership in Massachusetts. We look forward to our continued partnership to expand our brand portfolio on the east coast.”

IONIC BRANDS

About Ionic Brands Corp.

The Company is dedicated to building a regionally based multi-state consumer packaged goods company with a highly respected cannabis concentrate brand portfolio with strong roots in the premium and luxury segments of vape, concentrates and consumables. The cornerstone Brand of the portfolio, IONIC, is a top concentrates brand in Washington State along with its economy brand Dabulous and has aggressively

expanded throughout the Pacific Northwest of the United States. The brand is currently operating in Washington and Oregon. IONIC BRANDS' strategy is to be the leader of the highest-value segments of the cannabis market.

On behalf of IONIC BRANDS CORP.

John Gorst
Chairman & Chief Executive Officer

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To stay better informed with the current events of the company you can join our investor community at <https://www.ionicbrands.com/investor-community>

The CSE does not accept responsibility for the adequacy or accuracy of this release.

All statements, other than statements of historical fact, included herein are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and 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.