

For Immediate Release

IONIC BRANDS CORP. LAUNCHES DIRECT TO CONSUMER SITE WITH FIRST OF SEVERAL CBD CONSUMABLES

October 26th, 2021

TACOMA, WA / ACCESSWIRE / DATE, 2021 / IONIC BRANDS CORP. (CSE:IONC) (OTC PINK:IONKF)(FRA:IB3A) ("IONIC BRANDS" or the "Company") is a regional manufacturer of innovative cannabis consumables and concentrate extract products. The Company is pleased to announce the launch of 'ZOOTS NRg+CBD', an Energy Shot beverage with added CBD. ZOOTS is the premium consumables brand within the IONIC BRANDS portfolio.

John Gorst, IONIC BRANDS CEO and chairman commented, "We are excited to add the ZOOTS NRg+CBD Energy Shot to the ZOOTS line of products. ZOOTS has a long history and devoted following in the Pacific Northwest, and as our premium consumable brand, this feels like a natural expansion into the national market. The same high-quality mindset that goes into all ZOOTS products has driven the development of the THC-free NRg+CBD shot, and we look forward to expanding our high-quality, lab tested CBD products with the ZOOTS brand."

ZOOTS NRg+CBD is a great way to add a dose of CBD into your daily routine. It's formulated with yerba mate, guarana, and lemon balm. This blend of natural functional enhancers alleviates stress, improves mental focus, and delivers a clear and balanced boost of energy – without the unwanted caffeine jitters or crash. The ZOOTS NRg+CBD shot combines the benefits of CBD with the energy boost you need to get through your day.

ZOOTS NRg+CBD shots utilize nano-emulsified CBD extract for increased bioavailability – resulting in an energy boost that is fast-acting and long-lasting and will get you through even your busiest of days. Each shot contains 60mg of CBD and comes in a convenient 2 oz bottle that's small enough to fit inside your pocket – so you can enjoy the refreshing combination of energy and CBD while on the go.

The ZOOTS NRg+CBD Energy shot is now available and can be found in approved states via a direct-to-consumer website, ZOOTSCBD.COM, and in select stores in Washington State.



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, flower 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 on the current events of the company, you can join our investor community at <https://www.ionicbrands.com/investor-community>

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Forward-Looking Statements

This news release contains statements that constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements, or developments in the industry to differ materially from the anticipated results, performance or achievements expressed or implied by such forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects," "plans", "anticipates", "believes", "intends", "estimates", "projects", "potential" and similar expressions, or that events or conditions "will", "would", "may", "could" or "should" occur.

Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management of IONIC BRANDS CORP. at this time, are inherently subject to significant business, economic and competitive risks, uncertainties and contingencies that could cause actual results to differ materially from those expressed or implied in such statements. Investors are cautioned not to put undue reliance on forward-looking statements. Applicable risks and uncertainties include, but are not limited to: changes in State and/or municipal regulations of retail operations and changes in government regulations generally; the price for cannabis and related products will remain consistent and the consumer demand remains strong; availability of financing to the Company to develop retail locations; risks related to the COVID-19 global pandemic; retention of key employees and management; market risks; concentration risks; operating history; competition; the risks associated with international and foreign operations and the other risks identified under the headings "Risks and Uncertainties" in the management discussion and analysis for the year ended December 31, 2020 and the three months ended March 31, 2021, each as filed on SEDAR at www.sedar.com. IONIC BRANDS CORP. is not under any obligation, and expressly 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 expressly required by applicable law. Ionic Brands Corp. operates in states that have implemented certain ownership restrictions that could have an implied negative impact on IFRS financial reporting results. Management continues to review compliance regulations in those states where these restrictions exist and will report on all operating activities from directly and indirectly owned operations or non-consolidated parties' operations.

SOURCE: IONIC BRANDS CORP.