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## Sire Bioscience Announces New CEO to Drive Company Vision in 2020 and Beyond

**TORONTO, Ontario, November 29, 2019** – Sire Bioscience Inc. (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“Sire” or the “Company”) is pleased to announce that Brian Polla, the Company’s Founder and current COO and director, has been appointed as the new CEO of the Company, effective immediately.

Mr. Polla is a successful entrepreneur with over 20 years of business management experience and capital market expertise. Over the years, Mr. Polla has developed an extensive background in the health and wellness sector. As SIRE’s founding member, Mr. Polla has been working tirelessly behind the scenes to bring the Company’s vision to life. Upon stepping into the CEO role, his immediate focus will be on improving shareholder value.

“We are always pushing to accelerate our efforts to drive long-term, sustainable shareholder value,” says Mr. Polla, “one way that we will do this is through our ‘House of Brands’ strategy which will provide customized products for unique consumer experiences. We will also tap into our team’s extensive CPG background to create a thriving brand.”

To facilitate the change in management, Jeff Zanini will be stepping down as the CEO and a director but will remain a strategic advisor to SIRE. The Company’s board of directors sincerely thanks him for his contribution and leadership, and wishes him the best in his future endeavours.

### **About Sire Bioscience**

Sire’s principal business activity is to engage in the investment, production of, and sale of hemp. Its mission is to offer people a way to connect with themselves, with others, and with the world around them.

SIRE is headquartered in Toronto, Ontario and is backed by a group of successful entrepreneurs who have extensive experience in the areas of manufacturing, logistics, and renewable energy. It has secured a state-of-the-art agricultural facility in Leamington, Ontario – a preeminent locale for hemp cultivation in Canada.

**FOR INFORMATION, CONTACT:**

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*The CSE and Information Service Provider have not reviewed and does not accept responsibility for the accuracy or adequacy of this release.*

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