



2500 Meadowpine Blvd. , Suite 202  
Mississauga, L5N 6C4, ON M6R 2B2  
Canada

Email: [ir@sirebioscience.com](mailto:ir@sirebioscience.com)  
[www.sirebioscience.com](http://www.sirebioscience.com)

## **PURPLE-K Wins Creatine of the Year Award; Positioning Sire Bioscience Inc. for the Onset of Cannabis Health Products (CHP) Regulations**

**TORONTO, Ontario, May 11, 2020** – Still riding the excitement of its recent acquisition of Fusion Nutrition Inc, Sire Bioscience Inc. (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“SIRE” or the “Company”) announced that PURPLE-K has been awarded the Gold Award for Creatine of the Year by Popeyes Supplements Canada, the nation’s largest sport nutrition retailer. This prestigious award is based on performance in the following areas:

1. Sales
2. Consumer demand
3. Popularity and success of marketing over different social platforms
4. Posts by end-users found on Instagram

The award also confirms that PURPLE-K – a premium creatine supplement designed to increase explosive strength – continues to grow in popularity. While it was originally developed for serious bodybuilders, its appeal has extended to more mainstream athletes and fitness enthusiasts. Similarly, the entire Fusion range is seeing steady growth across multiple consumer segments.

“PURPLE-K is a product I have personally used in my fitness endeavours and it’s an absolute honour to have within our House of Brands,” said Brian Polla, SIRE CEO. “It also greatly positions us for the onset of Cannabis Health Products [CHP] regulations. Can you imagine a top selling creatine like PURPLE-K infused with CBD? We can!”

Subject to receiving CHP designation from Health Canada, SIRE will look to expand into food, drug, and mass market with a line of cannabinoid-infused sports supplements. SIRE believes that these products may harness the potential of CBD to support bodybuilders, athletes, and fitness enthusiasts with performance, pain management, and post-exercise recovery.

This line will also strengthen SIRE’s ‘House of Brands’ portfolio – offering people a wide range of unique, highly customized products to meet their individual needs.

###

## **About Fusion Nutrition Inc.**

Website: [fusionmuscle.com](http://fusionmuscle.com)

Socials: @fusionmuscle

Founded in 1998, FUSION is a Canadian-based, leading supplement company with national distribution. It currently hosts up to 12 brands, including some of the fastest-growing supplements in Canada and numerous category leaders sold in Canada's top five retailers. FUSION products are developed using the latest research available, with the goal of providing maximum efficacy by supporting the human body in its own natural processes.

## **About Sire Bioscience Inc.**

SIRE's principal business activity is to engage in the investment, production of, development of hemp and CBD and non-CBD products. SIRE has its wholly owned facility in Leamington, Ontario. The land parcel includes 50 acres of prime horticultural land, with a 160,000 sq. ft. facility of combined greenhouse and indoor space. SIRE's goal is to become a vertically integrated CPG life science company with its "House of Brands" offering.

SIRE is headquartered in Mississauga, Ontario and is managed by a group of successful entrepreneurs who have extensive experience in the areas of consumer packaged goods, manufacturing, logistics, and distribution.

## **FOR INFORMATION, CONTACT:**

**Sire Bioscience Inc.**

E: [ir@sirebioscience.com](mailto:ir@sirebioscience.com)

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

## ***Forward-Looking Information Cautionary Statement***

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or

may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information contained herein may include, but is not limited to receipt of CHP designation from Health Canada, estimates relating to the size and scope of the sports nutrition market and the CBD market, and the potential efficacy of CBD with respect to athletic performance, pain management, and post-exercise recovery.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements.

An investment in securities of the Company is speculative and subject to several risks including, without limitation, the risks discussed under the heading "Risks Factors" in the Company's Listing Statement dated August 22, 2019 and filed on the Company's SEDAR profile. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in the forward-looking information and forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended.

In connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by this notice.