



2500 Meadowpine Blvd  
Unit 202  
Mississauga, ON L5N 6C4  
Ph: (416) 262-0871  
Email: [ir@sirebioscience.com](mailto:ir@sirebioscience.com)  
[www.sirebioscience.com](http://www.sirebioscience.com)

## Sire Bioscience Announces Change in Directors

**Toronto, Ontario / June 17, 2020 – Sire Bioscience Inc. (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“Sire” or the “Company”)** is pleased to announce that Michael Lines has been appointed as a member of the board of directors of the Company, effective immediately.

Mr. Lines brings 25 years’ experience in the natural and traditional consumer-packaged-goods industries. His areas of expertise include global go-to-market sales, brand strategy, operations, customer marketing, and building cultures and teams.

Mr. Lines is currently the General Manager of Simply Good Foods Canada Inc. and Simply Protein North America, Atkins Canada. Mr. Lines manages the full P&L including all manufacturing, marketing, sales, supply chain, HR, finance, Q/A, and new product development. During his time at Flow Water Inc., Mr. Lines worked alongside the founder to scale the Canadian business from 100 doors to 5,500 while negotiating initial phase of the US build out including distributor, broker, and retail contracts. Mr. Lines was the Vice President, Global Sales & Marketing at Taste of Nature Foods Inc. where he led numerous branded and private label launches in the US, Europe, Asia, and Australia resulting in doubling the size of the company over 2 years. Additional experience includes Cadbury Plc and Nabisco while also spending time consulting for a global firm.

Mr. Lines also sits on the Food & Consumer Products (FCPC) advisory committee and the marketing sub-committee for the Plant Based Food Council (PBFC).

Mr. Lines received his Bachelor of Commerce, Economics and Finance at the University of Guelph including time at the London School of Economics.

To facilitate the change in management, Jerry Habuda has stepped down as a director of the Company. The Company sincerely thanks Mr. Habuda for his contribution as a director of the Company 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:**

#### **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.*