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Fusion Nutrition Inc. Announces New 1st ONES Program to Support Brave First Responders & Frontliners

Mississauga, June 23, 2020 – Sire Bioscience Inc. (“SIRE”) (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“Sire” or the “Company”) – Fusion Nutrition Inc., a leading sports nutrition company based in Canada and a recent acquisition of SIRE, has unveiled its 1st ONES First Responder Appreciation Program to give back to our community’s finest. The program supports police officers, firefighters, EMTs (emergency medical technicians), and paramedics, as well as doctors, nurses, and other healthcare professionals who – now, more than ever – go above and beyond to keep us safe.

The 1st ONES program consists of two main components. First, Fusion has partnered with [Boots on the Ground](#), a non-profit organization that helps first responders who are suffering from PTSD or other stress-related issues. When people buy Fusion products through the 1st ONES program, **10% of all sales will go directly to Boots on the Ground**. Knowing that first responders face trauma and stress that most of us will never know, the Boots on the Ground team provides confidential, anonymous, and 24/7 peer support.

Second, the 1st ONES program will provide first responders and other frontliners with **exclusive Fusion product discounts and giveaways**. This applies to Fusion’s wide range of supplements, including protein powder, pre- and post-workout supplements, and more.

“This program has been in the works for a while, and we’re so excited to see it launch,” says Brian Polla, SIRE CEO. “We have nothing but gratitude and respect for the first responders and frontliners who put themselves in harm’s way for the safety of others. Through our 1st ONES program, we’re happy to give back through donations and products.”

Polla is hoping that people will share news of the 1st ONES program so that more first responders and frontliners can benefit from it. Members of the Peel Regional Police are already proudly supporting the cause.

“I’m thrilled to support the 1st ONES program, which strengthens our community and celebrates everyday heroes,” says Nishan Duraiappah, Peel Chief of Police. “In the 25 years that I’ve worked in public safety, I have yet to meet a more dedicated group of people than first responders and frontliners. Today and beyond, let’s appreciate all that they do in helping to keep us safe and well.”

To learn more about the 1st ONES program or to help give back, visit fusionmuscle.com/1stones.

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About Fusion Nutrition Inc.

Website: 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.

Website: sirebioscience.com

Socials: @sirebioscience

SIRE's principal business activity is to engage in the investment, production of, development of hemp, 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.

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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.

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".

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. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. 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.