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Sire Bioscience Announces Completion of Consolidation

Toronto, Ontario, October 14, 2020 – Sire Bioscience Inc. (“SIRE”) (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“Sire” or the “Company”) announces further to its news release of September 18, 2020, it is proceeding with the consolidation (the “**Consolidation**”) on the basis of one (1) new common share (a “**Share**”) for every ten (10) Shares held, effective October 16, 2020.

The Shares of the Company will begin trading on a consolidated basis October 15, 2020. The new ISIN of the Company is CA82964J2092 and CUSIP is 82964J209.

Fractional Shares resulting from the Consolidation will be rounded up to the next higher whole number if the fraction is 0.5 or greater and rounded down to the next lower whole number if the fraction is less than 0.5.

About Sire Bioscience Inc.

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.

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.