

Sire Bioscience Inc. Announces the Appointment of New Directors of International and Canadian Sales to Support the Growth Needs of Fusion Nutrition Inc.

TORONTO, Ontario, November 3, 2020 – Fusion Nutrition Inc. (“FUSION”), a leading sports nutrition company founded in 1998 and a recent acquisition of Sire Bioscience Inc. (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“Sire” or the “Company”) is pleased to announce appointments of its new Director of International Sales, Brad Baker, and its new Director of Canadian Sales, Robin Barkhouse, both effective immediately.

Brad Baker is an elite-level global Sales & Marketing professional who has spent the last 20+ years making his mark on the global fitness industry. He logged a 16-year tenure at Iovate Health Sciences, both as an original MuscleTech athlete and delivering great success managing their US Distributor Channel and US National Field Team. During such tenure, Mr. Baker also hit the marketing and brand jackpot as the marketing architect in delivering Iovate an Indy 500 Championship Win as a primary sponsor in the inaugural season of the program. He is widely considered a pillar of respect in the fitness industry. With integrity and passion in lockstep with every decision made, Mr. Baker is fearless and yet strategic with every effort put forth, resulting in success time and time again.

“My professional life has always been defined by the successful pivot at the right, precise moment. SIRE presented me its people first—extraordinary, elite-level professionals and top performers whom you would be willing to go to war with on a moment’s notice and come out victorious. Then, I was introduced to its brand, Fusion,” said Baker. “Words like integrity, original, dynamic, strategic, and limitless immediately come to mind when describing Fusion and the people of Sire in unison. Talent is like a muscle—you either have it, or you don’t. When you combine talented people with an integral brand of an industry such as Fusion, you create an unstoppable momentum of success. I can honestly say, the very best is yet to come.”

Robin Barkhouse has 23 years of experience in the sports nutrition industry focused on the Canadian market. He started at Toronto-based Health Body Services Inc., where he stayed for 14 years and helped roll out the AllMax Nutrition brand. Very well respected in the sports supplement world in Canada, Mr. Barkhouse’s key to success in this industry is the individual attention he gives to customers. He enjoys taking care of their specific needs while nurturing relationships over the years of doing business together.

“I’m very excited about my role with Fusion as the Director of Canadian Sales. Fusion has been around since 1998, and I’m so pleased to be part of a very well respected company in our space. The industry is changing fast and now, under the SIRE umbrella, it’s such an exciting

opportunity to possibly be the first company to have legal CBD in sports supplements,” said Barkhouse.

About Fusion Nutrition Inc.

Website: fusionmuscle.com

Socials: [@fusionmuscle](https://www.instagram.com/fusionmuscle)

Founded in 1998, FUSION is a Canadian-based, leading supplement company with national distribution. It currently hosts multiple 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 to provide maximum efficacy by supporting the human body in its own natural processes.

About Sire Bioscience Inc.

Website: sirebioscience.com

Socials: [@sirebioscience](https://www.instagram.com/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 do not accept responsibility for the accuracy or adequacy of this release.

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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.