



2500 Meadowpine Blvd.
Unit 202, Mississauga, ON L5N 6C4
Ph: (416) 669-9392
Email: ir@sirebioscience.com
www.sirebioscience.com

Sire Bioscience Inc. Announces the Relaunch of FusionMuscle.com; Accelerates Its Direct to Consumer (DTC) Strategy for the Onset of Cannabis Health Products (CHPs) Regulatory Playbook

MISSISSAUGA, Ontario, November 10, 2020 – Sire Bioscience Inc. (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“Sire” or the “Company”) announced the launch of the new FusionMuscle.com website to offer its customers a fully optimized and seamless e-commerce experience. Easy to navigate, the user-friendly website also provides easy access to information along with a frictionless checkout.

“As a young weight training enthusiast, I grew up taking Fusion products; and this brand has staying power! Now as President, I am still part of the demographic we are focused on and the insights we have are our strength. Understanding the consumer sensibility first-hand, we are now able to overlay current consumer expectations with highly-convertible e-commerce functionality,” said Blake Course, President of Fusion Nutrition Inc.

Sports nutrition company, Fusion Nutrition Inc. (“FUSION”) has established itself as a leading brand because of its ability to understand the current state of consumer behavior to stay relevant. The relaunch of the website is part of SIRE’s DTC strategy to support the market opportunity when Cannabis Health Products (“CHPs”) become legal in Canada. By scaling the distribution of its current brands, the Company will be able to add CHP offerings with already proven sales channels.

“With the relaunch of FusionMuscle.com, we are moving forward quickly to a super-responsive platform with a pipeline of feature innovation. It is part of our overarching strategy of positioning our brand distribution to leverage for the onset of Cannabis Health Products regulations by Health Canada. This is not just the beginning of our new DTC strategy but also an amazing step leap forward,” said Course.

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



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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://twitter.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.

FOR INFORMATION, CONTACT:

Sire Bioscience Inc.

E: ir@sirebioscience.com

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 include, but is not limited to, legalization of CHPs in Canada and the Company's ability to offer CHP products in future.



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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.