

PlantFuel Expands with Distribution on Amazon’s Exclusive Launchpad Program Reaching Best-Seller Status

Amazon Launchpad successfully introduces PlantFuel onto its program that empowers innovative new brands

Mississauga, Ontario – Newswire – March 3, 2022 – PlantFuel Life Inc. (CSE:FUEL) (OTC:PLFLF) (FSE:BR1B) (“**PlantFuel**” or the “**Company**”) the scientifically focused plant-based wellness company is pleased to announce its successful launch and best-selling positions on Amazon Launchpad, an exclusive Amazon program that empowers innovative new brands.

Amazon’s Launchpad Program, known as Amazon Launchpad, is an exclusive sales and marketing program that empowers new brands with various opportunities to grow their business. Amazon identifies innovative products in all industry sectors, and invites select brands to become part of Launchpad where they receive unique marketing support by Amazon to build brand awareness, engagement with target audiences, and accelerate sales.

PlantFuel by the Numbers on Amazon:

- PlantFuel reached the #3 highest selling product spot on Amazon Launchpad
- PlantFuel is currently #28 of out 250,000 products on Amazon Launchpad Best Sellers List
- PlantFuel sold out on Amazon in its first weekend when all products were available

Developed by athletes, formulated by doctors, and clinically proven for optimal performance, PlantFuel is a premium plant-based health and wellness company founded by former NFL player and serial entrepreneur Brad Pyatt. The Amazon partnership, including all digital strategies, is led by PlantFuel President Maria Dane, who was formerly the Head of Emerging Brands at Amazon.

“We are excited to see our digital strategy working, quickly selling out our products on Amazon from

All-in-One Nutrition to Immunity & Hydration, and others. Based on Amazon analytics, sales velocity, customer data and feedback, we’re on track to exceed expectations for a truly groundbreaking vegan sports nutrition brand,” says Maria Dane, PlantFuel President.

With stronger than anticipated demand at launch on Amazon, PlantFuel is pivoting its digital resources and inventory to ensure product availability for Amazon customers. Furthermore, PlantFuel will begin an extensive multi-touch marketing effort in Q2-2022 centered on digital from Amazon to PPC, Search/Shop to Social, supported by offline and partnership initiatives.

About PlantFuel Life Inc.

PlantFuel Life Inc (also known as PlantFuel) is a scientifically focused, plant-based wellness company managed by successful entrepreneurs with extensive experience in the areas of consumer-packaged goods, manufacturing, logistics, and distribution. <https://plantfuellife.com/>

The Canadian Securities Exchange ("CSE") has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

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Forward-Looking Information Cautionary Statement

This press release may contain certain “forward-looking information” and “forward-looking statements” within the meaning of applicable Canadian securities legislation. All information contained herein that is not historical in nature may constitute forward-looking information. Forward-looking statements may be identified by statements containing the words “believes”, “anticipates”, “plans”, “intends”, “will”, “should”, “expects”, “continue”, “estimate”, “forecasts” and other similar expressions. Forward-looking statements herein include, but are not limited to, expectations of management’s focus on and growth expectations of the PlantFuel brand, the products of PlantFuel to be made available and the timing thereof, and the Company’s business and strategic plans. Readers are cautioned to not place undue reliance on forward-looking information. Actual results and developments may differ materially from those contemplated by these statements. PlantFuel undertakes no obligation to comment analyses, expectations or statements made by third parties in respect of PlantFuel, its securities, or financial or operating results (as applicable). Although PlantFuel believes that the expectations reflected in forward-looking statements in this press release are reasonable, such forward-looking statements have been based on expectations, factors and assumptions concerning future events which may prove to be inaccurate and are subject to numerous risks and uncertainties, certain of which are beyond PlantFuel’s control, including the risk factors discussed in PlantFuel’s Listing Statement dated August 22, 2019 which is available on PlantFuel’s SEDAR profile at www.sedar.com. The forward-looking information contained in this press release is expressly qualified by this cautionary statement and are made as of the date hereof. PlantFuel disclaims any intention and has no obligation or responsibility, except as required by law, to update or revise any forward-looking information, whether as a result of new information, future events or otherwise.