

NFL Superstar Jerry Jeudy Signs on as Investor/Ambassador for Fast-Growing Nutritional Supplement PlantFuel

Plant-based Health and Wellness Brand PlantFuel Brings Onboard Denver Bronco Wide Receiver Jerry Jeudy as an Investor/Ambassador

Mississauga, Ontario – Newswire – March 31, 2022 – PlantFuel Life Inc. (CSE:FUEL) (OTC:PLFLF) (FSE:BR1B) (“**PlantFuel**” or the “**Company**”) the scientifically focused plant-based wellness company is proud to announce the signing of NFL superstar Jerry Jeudy as an investor/ambassador for the brand.

Jerry Jeudy, current professional football player for the Denver Broncos, was the 15th overall pick in the 2020 NFL Draft and won the Biletnikoff Award as the nation’s best wide receiver during his college football career at the University of Alabama. As an investor/ambassador for PlantFuel, Jeudy will represent the brand from marketing and promotions to brand integrations and thought leadership.

“It’s an honor to join the PlantFuel family. I believe in Brad Pyatt’s vision for the brand and am excited for its future,” says Jeudy.

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. Jerry Jeudy joins the ranks of PlantFuel partners such as Terrell Owens and Lil Yachty and will play a key role in a PlantFuel x Jerry Jeudy football camp for youth and prep kids in Denver, CO slated to take place this May 2022.

“We’re excited to have Jerry Jeudy onboard with us here at PlantFuel as we continue to build the future of health and wellness,” says Brad Pyatt, PlantFuel CEO.

PlantFuel has a diverse range of ambassador partnerships from college football star Bryan Bresee and gymnast Olivia Dunne to actress Lucy Hale and NASCAR driver Natalie Decker, and others. More information about PlantFuel activities along with Jerry Jeudy will be announced in the coming weeks, including details about the football camp, which will be free to the public.

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/>

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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 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.

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