

PlantFuel to Launch 10 New Products at GNC

With the February GNC Launch, PlantFuel® Intends to Continue to Disrupt the Plant-Based Wellness Industry

MISSISSAUGA, ON – TheNewswire – January 19, 2023—**PlantFuel Life, Inc**®. (CSE: FUEL) (CNSX: FUEL.CN) (OTC: BLLXF) (FSE:BR1B) **PlantFuel (or the "Company")** has officially announced the launching of 10 SKUs at GNC in February.

The plant-based wellness industry is booming.

As we begin to target the \$53 billion active lifestyle consumer, we are confident about our strategy that blurs the line between sports nutrition and wellness lifestyles. PlantFuel is at an inflection point for massive growth. Consumer demand for plant-based, protein packed, clean ingredient offerings is rising with no end in sight. —CEO Brad Pyatt

PlantFuel is solving plant-based wellness with clinically proven ingredients and eco-friendly packaging. These are the touchpoints of everything done as a company: good for the body, good for the planet. All PlantFuel products feature banned substance-free and tested ingredients to push athletes past their plateaus without compromising nutritional needs, performance output, or flavor. Doctor formulated, these precise formulations were designed based on extensive and innovative research of plant-based ingredients, sourced from multiple leading ingredient suppliers with efficacy and safety in mind.

“It’s been a busy past few months. Things are really shaping up for the vision of PlantFuel and our plant-based wellness product strategy,” confirms Pyatt. “Future innovation will be one of our biggest strengths for building brand and supporting our growth initiatives, and we are excited about the launch of our assortment in February at GNC.”

- - PlantFuel is launching ten new SKUs:
 - **Athlete’s Superfood** delivers the essential phytonutrient equivalents of three servings of fruits and vegetables, bioavailable magnesium, plus a revolutionary blend of probiotics and prebiotic fiber along with performance mushrooms and clinically proven, plant-based nutrients. It includes the clinically proven, branded ingredients PeakO2®, Phytoserv® Fruit and Veggie, Capros®, PrimaVie®, PurpleForce™, Magnesium (as TRAACS®). The initial flavor offerings include cucumber lime, citrus, and dragon fruit.
 - **Performance Pre-Workout** sets the new category standard by featuring ingredients clinically proven to target all aspects of your workout, including increasing energy and focus, reducing fatigue, lactic acid buildup, improving

blood flow, nitric oxide, muscular endurance, and ultimately increasing total training volume. It includes clinically proven ingredients PeakO2®, CITRAPEAK®, CognatiQ®, BetaPower®, and Aquamin®. The initial flavor offerings include fruit punch, watermelon, and blue raspberry.

- **Clean Mass Gainer** is a revolutionary vegan mass gainer utilizing clinically researched ingredients and strategically calculated macronutrients, including low-glycemic carbohydrates to support increased strength, size, recovery, and athletic performance. It includes clinically proven ingredients Velositol®, Clean Cream®, and Carb10®. The initial flavor offerings include chocolate and vanilla.
- **All-in-One Recovery** provides vegan fermented BCAAs as InstAminos® with essential amino acids as vegan Amino9® plus vegan fermented creatine and BetaPrime® to reduce soreness and recovery time and optimize muscle protein synthesis. The initial flavor offerings include berry breeze and strawberry kiwi.

About PlantFuel Life Inc.

PlantFuel Life Inc 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

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Contact Information

Brad Pyatt

ir@plantfuel.com

1-888-630-6938