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NEWS RELEASE

September 15, 2023

PLANTFUEL LIFE ENTERS INTO A SHARE EXCHANGE AGREEMENT WITH AMPLIFY NUTRITION

Vancouver, British Columbia – PlantFuel Life Inc. (“PlantFuel”, “Fuel”, or the “Company”) (CSE: FUEL) (OTC: PLFLF) (FSE: BR1B) today announced that it has entered into a share exchange agreement (the "Share Exchange Agreement") to acquire all of the issued and outstanding shares of Amplify Nutrition Inc. ("Amplify"), a plant-based supplement gummy company based in Vancouver, British Columbia (the "Acquisition"). The Acquisition is expected to complement Fuel's strategy to introduce higher-margin, proprietary products in one of the fastest growing parts of the supplement market.

Amplify has a portfolio of two proprietary formulations made from natural ingredients that are healthy, vegan, low-sugar and free from sugar-alcohols. These include a pre-workout and electrolyte gummies.

"Amplify is right in the sweet spot of two major consumer trends: low-sugar sweets is the fastest growing segment in the confectionery market and gummies is the fastest growing in the supplement market," said Connor Yuen, Chief Executive Officer of Fuel. "Adding Amplify to Fuel's portfolio makes Fuel an early mover in what we expect to be a rapidly growing space."

Pursuant to the Share Exchange Agreement, in consideration for all of the issued and outstanding shares of Amplify, which holds assets and formulations (including \$900,000 CAD in cash), Fuel has agreed to issue 14,615,384 common shares in the capital of Fuel ("Common Shares") to the current shareholders of Amplify. Fuel has also agreed to issue 1,169,230 Common Shares to an arm's-length finder. Amplify has no long-term debt obligations.

Closing of the Acquisition is subject to the satisfaction of customary closing conditions. The Company expects the Acquisition to close in September 2023.

PLANTFUEL LIFE INC.

“Cassidy McCord”

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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/>

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 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.