



NEW AGE FARM SIGNS DEFINITIVE AGREEMENT TO ACQUIRE CBD BEVERAGE COMPANY FRESH WATER LLC

September 26, 2018 – Vancouver, BC

New Age Farm Inc. (CSE:NFA) (OTC:NWFFF) (FSE:ONF) (“New Age Farm” or the “Company”) is pleased to announce that, further to its news release dated September 24, 2018, the Company has signed a definitive agreement dated September 25, 2018 (the “Agreement”) to acquire 100% of Drink Fresh Water LLC (“DFW”), a CBD infused beverage company. Pursuant to the Agreement, consideration for the acquisition will be USD\$1,275,000, with USD\$75,000 payable in cash and USD\$1,200,000 being issuable in common shares of the Company. The day to day operations of DFW will continue to be operated by the DFW team while the back-end operations will transition over to the New Age Farm team. Additionally, New Age Farm will take over marketing of the company as well as immediately inject it into the current established distribution lines through the Company’s wholly owned subsidiary, We Are Kured LLC (“Kured”).

DFW was established in California by a group of industry leaders. Their flagship product, a CBD infused, nano amplified alkaline water has continued to grow steadily and can now be found throughout the nation in over 100 unique retail stores. New Age Farm feels confident they can drastically increase that distribution. Additionally, the company looks to expand on the current success by adding additional SKUs in the very near future.

Joshua Bartch, New Age Farm’s Chief Executive Officer, stated: “We are incredibly pleased with the acquisition of Drink Fresh Water LLC. We have been in talks with the company for some time regarding the potential to work together in some capacity. I was always impressed with the product, branding and overall concept of the company. We’ve known the team at Fresh Water for some time and I have personally worked with them in various capacities. We are excited to join forces and work together to expand this industry leading company into a true industry giant.”

Benjamin Martch, New Age Farm’s Chief Marketing Officer and founder and Chief Executive Officer of Kured stated: “After seeing the success of Fresh Water, the recent hype around CBD infused beverages, the New Age Board of Directors have all decided that Drink Fresh Water LLC is a great addition to the New Age portfolio. The current team of industry professionals running Drink Fresh Water LLC is nothing less than impressive and with our help with production and international marketing we feel this will be win for New Age.”

Nam Tran, Brand Manager of DFW, stated: “We have known Josh and Ben for some time now and having worked with them on various other projects, we know what they can bring to the table. So when the

opportunity to become a part of New Age’s great portfolio of brands, we jumped on. Their expertise in production will help make Fresh Water CBD a house-hold name in CBD beverages. “

About New Age Farm

New Age Farm is an agricultural services company offering unique turnkey growing infrastructure and services for licensed growers and processors of luxury marijuana crops at its agri-campuses in Washington State. In November 2012, the Washington State Liquor and Cannabis Board (“WSLCB”) passed Initiative 502 (“I-502”). I-502 authorized the WSLCB to regulate and tax recreational marijuana products for persons over twenty-one years of age and thereby created a new industry for the growing, processing and selling of Washington State-regulated recreational marijuana products. New Age Farm provides innovative solutions for growers and processors in this burgeoning industry.

About We Are Kured, LLC

Kured is a wholly owned subsidiary of New Age Farm, acquired in December 2017. Kured is building an innovative online CBD and lifestyle company. Kured has partnered with best in class hemp cultivators, edible manufacturers, cutting edge product formulators to develop, market and distribute multiple lines of CBD products including, but not limited to, CBD vaporizer pens, topicals, gel capsules and more. All of We Are Kured’s products are 100% THC free and will be available for purchase internationally. THC, or tetrahydrocannabinol, is the primary active ingredient in cannabis.

For further information about New Age Farm, please consult the Company’s profile on SEDAR at www.sedar.com or visit the Company’s website at www.newagefarminc.com. For further information about We Are Kured, please visit their website at www.wearekured.com.

On Behalf of the Board of Directors

Joshua Bartch
Chief Executive Officer
info@newagefarminc.com

For Further Information Contact

Corporate Communications
corpcom@newagefarminc.com
888-871-3936

We Are Kured Contact:

Ben Martch
Founder & CEO
www.wearekured.com

WWW.NEWAGEFARMINC.COM

Follow us



The Canadian Securities Exchange has neither approved nor disapproved the contents of this news release and accepts no responsibility for the adequacy or accuracy hereof.

This news release contains forward-looking statements, which relate to future events or future performance and reflect management's current expectations and assumptions. Such forward-looking statements reflect management's current beliefs and are based on assumptions made by and information currently available to the Company. Readers are cautioned that these forward looking statements are neither promises nor guarantees, and are subject to risks and uncertainties that may cause future results to differ materially from those expected including, but not limited to completion of planned improvements at both the Canadian and US sites on schedule and on budget, the availability of financing needed to complete the Company's planned improvements on commercially reasonable terms, planned occupancy by the tenant-growers, commencement of operations, differences in yield on expected harvests, delays in obtaining statutory approval for marijuana production plans, issues that may arise throughout the grow period, outdoor crops affected by weather, the ability to mitigate the risk of loss through appropriate insurance policies, and the risks presented by federal statutes that may contradict local and state legislation respecting legalized marijuana. These forward-looking statements are made as of the date hereof and the Company does not assume any obligation to update or revise them to reflect new events or circumstances save as required under applicable securities legislation. This news release does not constitute an offer to sell securities and the Company is not soliciting an offer to buy securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction.

This news release does not constitute an offer of securities for sale in the United States. These securities have not and will not be registered under United States Securities Act of 1933, as amended, or any state securities laws and may not be offered or sold in the United States or to a U.S. Person unless so registered, or an exemption from registration is relied upon.