



## **NEW AGE BRANDS ANNOUNCES THAT WE ARE KURED VAPORIZER PENS TO BE FEATURED IN NEW DENVER CBD RETAIL STORE**

**November 21, 2018 – Vancouver, BC**

**Vancouver, BC, November 21, 2018 - New Age Brands Inc.** (CSE:NF) (OTC:NWGFF) (FSE:ONF) (“New Age Brands” or the “Company”) is pleased to announce that its wholly owned subsidiary, We are Kured, LLC (“KURED”) CBD vaporizer pens will be featured at the first Native Roots Wellness store. The boutique is a new concept for Colorado, stand-alone, brick and mortar locations with a focus on customer education and experience, as well as the highest quality product offerings. The store is Native Roots’ first foray into the hemp-derived CBD industry and located in the heart of downtown Denver. Utilizing more than nine years of expertise in the industry to curate the Native Roots Wellness product offerings, the team selected to feature all three of KURED’s CBD renowned vaporizer pens, which are available in the following flavors: OG Kush, Strawberry Diesel and Pineapple Express.

Ben Martch, the Founder and CEO of KURED stated, “I have been a fan of Native Roots from the first day they opened their doors in 2009. I am ecstatic that they have chosen to feature KURED’s CBD vaporizer pens in their first CBD exclusive store. Market awareness for our CBD vaporizer pens continues to grow and become more accessible to Denver residents and tourists with our products being available for purchase at the Native Roots Wellness store; this is a huge accomplishment for us!”

Native Roots Wellness Director of Retail, Grant Troeger remarked, “From the first day, we have seen that the KURED vaporizer pens have been a customer favorite; we look forward to growing a long relationship with KURED.”

Native Roots Wellness opened their doors on Friday, November 16, 2018 to the public and is located at 1555 Champa Street, between 16th Street Mall and 17th Street in Denver, Colorado.

### ***About New Age Brands***

New Age Brands 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 Brands 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 Brands, 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 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 Brands, please consult the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com) or visit the Company's website at [www.NABrandsInc.com](http://www.NABrandsInc.com). For further information about We Are Kured, please visit their website at [www.wearekured.com](http://www.wearekured.com).

**On Behalf of the Board of Directors**

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F O L L O W   U S



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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.

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