



NEW AGE BRANDS AND INTEGRATED CANNABIS COMPANY, INC. TEAM UP TO BRING ASPEN, COLORADO'S FIRST EVER CBD POP-UP RETAIL LOCATION DURING THE X-GAMES 2019

November 28, 2018 – Vancouver, BC

Vancouver, BC, November 28, 2018 - New Age Brands Inc. (CSE:NF) (OTC:NWGFF) (FSE:ONF) ("New Age Brands" or the "Company") is pleased to announce that New Age Brands' fully owned subsidiaries We Are Kured, LLC ("Kured") and Drink Fresh Water LLC ("Fresh Water") have teamed up with Integrated Cannabis Company, Inc. (CSE: ICAN, OTCQB: ICNAF) ("Integrated Cannabis") and their X-SPRAYS™ product line, a novel CBD spray delivery system, to bring an innovative CBD concept to the Colorado X Games on January 25 – 27, 2019. As of last week, the City of Aspen approved the first ever CBD pop-up retail store in their city limits. Kured, Fresh Water and X-SPRAYS™ are approved to sell their products to consumers over the age of 18+ out of the coveted Bootsy Bellows event center in the heart of Aspen, Colorado.

This "pop-up" retail store will be utilized to sell Kured, Fresh Water and X-SPRAYS™ products. New Age Brands and X-SPRAYS™ event staff will be also there to educate tourists, locals, X-games athletes/staff and entertainers from around the globe.

Benjamin Martch, New Age Brand's Chief Marketing Officer and founder and Chief Executive Officer of Kured stated: "We feel that the large number of action sport enthusiasts from around the world will have a great response to our CBD pop-up retail shop in downtown Aspen. We can't wait to spread the word of our products and the many benefits of using CBD on a daily basis".

John Knapp, Chief Executive Officer of Integrated Cannabis stated: "This event will be an excellent opportunity and forum to educate the public on the many benefits of CBD for athletes and anyone with an active lifestyle".

Kured, Fresh Water and X-SPRAYS™ will also have a large presence at the official X-Games 2019 after parties located at the new Bootsy Bellows event center. This presence will include VIP, artist gifting, onsite branding/activation and even selling products during the events.

About Integrated Cannabis Company, Inc.

Integrated Cannabis Company, Inc. is comprised of dedicated scientists and product engineers who are passionate about health and creating health and lifestyle products utilizing advanced delivery systems and formulations. For more information, please visit the company's website at: www.x-sprays.com.

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 or visit the Company's website at www.NABrandsInc.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.NABRANDSINC.COM

F O L L O W U S



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.