

COLORADO'S LARGEST LIQUOR STORE PLACES AN ORDER OF NEW AGE BRAND'S FRESH WATER CBD



December 12, 2018 – Vancouver, BC

Vancouver, BC, December 12, 2018 - New Age Brands Inc. (CSE:NF) (OTC:NWGFF) (FSE:ONF) ("New Age Brands" or the "Company") is pleased to announce that the Company's sales team has hit a milestone by securing an order of its wholly owned subsidiary's Fresh Water CBD product with Colorado's largest liquor store, Argonaut Liquors, located on Colfax in downtown Denver. Argonaut Liquors, a historical Denver staple liquor store, is seeing the momentum of CBD water and wants to be ahead of the competition by offering Fresh Water CBD to their 21+ clientele.

Benjamin Martch, New Age Brand's Chief Marketing Officer and founder and Chief Executive Officer of Kured stated: "I can't be more proud of our sales team for opening the door to this new market segment. Securing the Argonaut Liquors account was a great step forward for our "brick & mortar" retail sales strategy for Fresh Water CBD"

ABOUT New Age Brands

New Age Brands is an innovative Cannabidiol ("CBD") lifestyle Company. Through the Company's wholly owned subsidiaries We are Kured and Drink Fresh Water, the Company's main business activities encompass the development, marketing and distribution of CBD products (including vaporizer pens and beverages) throughout the United States and internationally. In addition, New Age Brands has extensive retail and cultivation land investments in Oregon.

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

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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.

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