



NEW AGE BRANDS ANNOUNCES WE ARE KURED'S PINEAPPLE EXPRESS CBD VAPE PEN IS #1 SELLING PEN AT NATIVE ROOTS WELLNESS

December 19, 2018 – Vancouver, BC

Vancouver, BC, December 19, 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 wholly owned subsidiary We Are Kured, LLC's Pineapple Express vape pen is the top selling vape pen at the iconic Native Roots Wellness CBD store in Denver, Colorado. The success of the vape product in the leading CBD market in Denver, one of the most advanced in the country, is helping to increase awareness of both the Company and the benefits of the new and burgeoning CBD market for consumers and investors.

"This is a big win for the We Are Kured management team in a highly educated and experienced CBD market," said Benjamin Martch, New Age Brand's Chief Marketing Officer and founder and Chief Executive Officer of Kured. "We have worked hard to identify the needs of the customer and match our products to the growing demand."

The strain specific 48% CBD oil filled 500mg G3 vape pens provide a unique experience for users to make distinct choices in consumption and differentiates the Company's products from other options. Attention has increased around CBD products and the companies offering them with the recent passage of the Farm Bill and consumer interest is directing focus on successful brands leading the industry. Grant Troeger, Director of Retail at Native Roots Wellness, remarked, "The We Are Kured products are building a strong loyalty base in our Native Roots Wellness store. We anticipate continued demand for the Pineapple Express specific selection as well as growing interest in their other strain vape pens."

For more information about Native Roots Wellness please visit www.NRwellness.com.

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



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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

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