

New Age Brands Subsidiary, We Are Kured Signs Retail Agreement with MassRoots



MassRoots will serve as a leading online retailer for We Are Kured's #1 best-selling CBD Pen

January 14, 2019 – Vancouver, BC

Vancouver, BC, January 14, 2019 - New Age Brands Inc. (CSE:NF) (OTC:NWGF) (FSE:ONF) ("New Age Brands" or the "Company") is pleased to announce that its wholly owned subsidiary, We Are Kured, LLC ("Kured"), has signed an agreement with MassRoots, Inc. ("MassRoots") (OTCQB:MSRT), a leading technology and rewards platform, to serve as the leading online retailer of our #1 best-selling CBD vaporizer pen.

CBD vaporizer pens are handheld vaporizers or E-Cigarettes containing cannabinoid oil. CBD has been used to treat patients looking for relief from inflammation, pain, anxiety, psychosis, seizures, spasms, and other conditions without disconcerting feelings of lethargy or dysphoria. The legal CBD marketplace is expected to be valued at more than \$20 billion by the year 2022¹.

Kured's vaporizer pen will be the first CBD product to be sold directly through MassRoots' impressive online platform and social media pages. MassRoots boasts over 1 million total social media followers, a mailing list of more than 750,000 subscribers and has hundreds of thousands unique monthly visitors on their application and website. The MassRoots application can be downloaded on the Apple App Store and Google Play.

"MassRoots is excited for the opportunity to enter into the emerging online CBD retail marketplace," said Mr. Isaac Dietrich, MassRoots' Chief Executive Officer. "We believe that the market for CBD products will continue to escalate in the near-future and our ability to partner with a recognized leader in the industry, such as Kured, will provide a strong strategic advantage. MassRoots anticipates that our vast user base will provide a strong customer base for Kured's top-rated CBD products."

Kured is extremely pleased to partner with a recognized market leader such as MassRoots," said Mr. Ben Martch, Chief Executive Officer of Kured. "MassRoots possesses an impressive online and social media following of educated CBD consumers. We are confident that they are the ideal partner for our best-selling vaporizer pen and we look forward to a mutually beneficial relationship."

¹ <https://www.bloomberg.com/news/articles/2018-12-19/trendy-hemp-compound-cbd-set-for-big-boost-from-u-s-farm-bill>

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.

ABOUT MassRoots

MassRoots, Inc. is a leading technology and rewards platform. Powered by more than one million registered users, MassRoots’ mobile apps empower consumers to make educated purchasing decisions through community-driven reviews.

MassRoots’ rewards program, WeedPass™, enables consumers to earn tickets to movies, sporting events, and festivals by shopping at participating dispensaries.

MassRoots has been covered by CNN, CNBC, Fox Business, Fortune, Forbes, and Reuters. For more information, please visit www.MassRoots.com/Investors and review MassRoots’ filings with the U.S. Securities and Exchange Commission.

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.

Forward-looking Statements

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.

Source: We are Kured, LLC and MassRoots, Inc.