



**NEWLEAF BRANDS ANNOUNCES  
WE ARE KURED EXPANDS PRODUCT OFFERING  
DUE CONSUMER & RETAILER FEEDBACK  
AND OFFERING OF  
NON-BROKERED PRIVATE PLACEMENT  
OF COMMON SHARES AND**

**Vancouver, BC, July 12, 2019 - NewLeaf Brands Inc.'s** (CSE:NLB) (OTC: NLBIF) (FSE:ONF) ("NewLeaf Brands" or the "Company") wholly owned subsidiary, We Are Kured, is pleased to announce that the company will be releasing two new flavors of the 500mg disposable vape pens as well as the 500mg 5/10 thread cartridges. With the popular demand of "fruit flavored" vape oils in the 18+ market the company have chosen to introduce a mango flavored pen which will come in yellow, and a watermelon flavored pen which will come in pink. These flavors are purposed to enter the 18+ consumers whom are not interested in flavors which mimic cannabis strains like the OG Kush, Pineapple Express and Strawberry Diesel.

Chief Executive Officer of We Are Kured and Chief Marketing Officer of Newleaf Brands, Benjamin Martch, commented, "Over the last few months our management team has been in talks with a handful of distribution companies that supply to gas stations, convenient stores, liquor stores and big box retailers. These retailers, and our current customers, have expressed interest in other flavors of our oil which can be done with Ebyna terpenes."

*Non-Brokered Private Placement of Common Shares*

The Company intends to complete a non-brokered private placement (the "Private Placement") of up to 3,289,474 common shares (the "**Common Shares**") at a price of CDN\$ 0.304 per share, for aggregate gross proceeds of up to CDN\$1,000,000.

The Company may pay a finder's fee on the Private Placement within the amount permitted by the policies of the Canadian Securities Exchange (the "Exchange"). Closing of the Private Placement is subject to receipt of all necessary corporate and regulatory approvals, including the Exchange. All securities issued in connection with the Private Placement will be subject to a statutory hold period of four months plus a day from the date of issuance in accordance with applicable securities legislation. Any insider participation is unknown at this time.

The net proceeds from the Private Placement will be used for general working capital purposes.

*ABOUT NewLeaf Brands*

*NewLeaf 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, NewLeaf Brands has extensive retail and cultivation land investments in Oregon.*

For further information about NewLeaf 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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**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.