



NEWLEAF BRANDS TO LAUNCH CBD PROBIOTIC AND CBD WELLNESS PROPRIETARY LINE

Vancouver, BC, August 26, 2019 - NewLeaf Brands Inc. (CSE:NLB) (OTC: NLBIF) (FSE:ONF) (“NewLeaf Brands” or the “Company”) is pleased to announce that the Company has been working to develop a proprietary line of fully water soluble, CBD and probiotic mixtures. The company has been working with world renowned PHD scientist and seven time Nobel Peace Prize nominee to develop this line of proprietary CBD and probiotic powder formulations. The powder formulas will come in the following three flavored mixtures: blood orange morning mixture infused with a healthy dose of caffeine, exotic berry mid-day mixture containing a proprietary vitamin blast and passion fruit night time mixture containing melatonin. The Company has developed a number of in house product offerings utilizing the proprietary formula. In addition, the company plans to license the formula to product companies worldwide. You can view some of the product offerings at www.freshwavecbd.com

CEO of Newleaf Brands, Josh Bartch, commented “We are incredibly excited to debut our new line of products in the near future. We have been working hard with our science team to develop a truly cutting edge, healthy, versatile and great tasting product. In the market place today it’s incredibly important to make something truly exceptional and unique that sets you apart from the rest of the field, and with Fresh Wave we have accomplished that.

ABOUT NewLeaf Brands

NewLeaf Brands, Inc. is an innovative Cannabidiol (“CBD”) lifestyle Company. Through the Company’s wholly-owned subsidiaries We are Kured, LLC, Drink Fresh Water, LLC, ReLyfe Brand, LLC and TeaLief Brand, LLC the Company’s main business activities encompass the development, marketing, and distribution of CBD products (including vaporizer pens/cartridges, hot/cold tea, softgel capsules and beverages) throughout North America, South America, and Europe. In addition, NewLeaf Brands, Inc. has extensive retail and cultivation land investments in Oregon, USA.

For further information about NewLeaf 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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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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