



NEWLEAF BRANDS' WHOLLY OWNED SUBSIDIARY WE ARE KURED, LLC SIGNS WHITE LABEL AGREEMENT WITH CBD DISPENSARY GROUP

Vancouver, BC, September 9, 2019 - NewLeaf Brands Inc.'s (CSE:NLB) (OTC: NLBIF) (FSE:ONF) ("NewLeaf Brands" or the "Company") wholly owned subsidiary We Are Kured, LLC ("Kured") is pleased to announce that the company has signed a white label agreement with Denver Marketing Co, LLC ("Denver Marketing"). Denver Marketing is one of the country's first and premiere CBD dispensary group to provide their custom 500mg disposable vaporizer pens. Kured and Denver Marketing have worked together to custom design three white labeled pens for the group's one-of-a-kind CBD dispensaries. The three pens will be available in Pineapple Express, Strawberry Diesel and a new terpene profile Blue Dream.

"We are incredibly excited to be selected by Kyle Harbaugh to provide his rapidly growing CBD dispensaries with their very own custom vaporizer pens. Kyle's CBD retail stores are hands down the most impressive CBD stores we have seen, the attention to detail is truly impressive. Given that they have the ability to work with anyone they chose and selected us after doing their in depth research, we are truly honored. We look forward to a long lasting relationship with Kyle and his group," said Chief Executive Officer of We Are Kured and Chief Marketing Officer of Newleaf Brands.

Kyle Harbaugh states, "I'm looking forward to our new business relationship with the Kured team. Through this partnership we will continue to bring awareness and best in class products to the world through CBD."

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

Joshua Bartch
Chief Executive Officer
info@nabrandsinc.com

For Further Information Contact

Corporate Communications
info@nabrandsinc.com
250-488-6728

We Are Kured Contact:

Benjamin Martch
Founder & CEO
www.wearekured.com

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.