



**NEWLEAF BRANDS INC.
WHOLLY OWNED SUBSIDIARY
WE ARE KURED, LLC DELIVERS
SECOND CBD PURCHASE
ORDER TO NASHVILLE,
TENNESSEE-BASED
DISTRIBUTION PARTNER
BEST STRAINS, LLC**

Vancouver, BC, September 25, 2019 - **NewLeaf Brands Inc.'s** (CSE:NLB) (OTC: NLBIF) (FSE:ONF) ("NewLeaf Brands" or the "Company") wholly owned subsidiary We Are Kured, LLC ("Kured") announces that it has signed a second wholesale order with Best Strains, LLC ("Best Strains"). The order is a result of high retail demand for our CBD disposable vaporizer pens and CBD 510 thread refill cartridges in the state of Tennessee, USA.

Best Strains is a division of one of the largest spirit distribution groups in the state of Tennessee. In May 2019, Best Strains signed an agreement with Kured to distribute its products to their already existing retail accounts. The initial CBD purchase order delivered to Best Strains has been completely depleted and a second order was placed and delivered last week.

Benjamin Martch, CEO of Kured stated, "I thought Tennessee was going to be a great market for us, but I had no idea this market would react to our Kured products like they have. Our CBD pens and thread refill cartridges have proven to be a consumer favorite in Tennessee and may become one of our largest retail markets after seeing this rate of sell through!"

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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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.