



NEWLEAF BRANDS WHOLLY OWNED SUBSIDIARY WE ARE KURED, LLC ANNOUNCES 100% PLANT BASED CBD OIL FORMULATION WITH ZERO MCT, VG, VITAMIN E OR OTHER CUTTING AGENTS

Vancouver, BC, October 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 its new CBD oil formulation, which contains high-end CBD distillate, flavorless hemp derived terpenes and flavored terpenes in Pineapple Express, Strawberry Diesel and OG Kush.

With the recent news of the harmful side-effects caused by vaping cutting agents, like MCT, VG, and Vitamin E, Kured has partnered with Floraplex Terpenes, LLC ("Floraplex") to provide a 100% plant based oil formulation. Floraplex is known throughout the industry as a leader in the hemp derived terpenes space for CBD vaporizer pens and cartridges.

Benjamin Martch, CEO Kured and CMO of NewLeaf commented, "With the recent studies coming out, our management team has decided to change our formulation to 100% plant derived oil. These hemp terpenes are flavorless and still keep the oil tasting great after adding our flavor terpenes that we source from Eybna based out of Israel. I feel great about this change in formulation to stay on the forefront of CBD industry."

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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