



NEWLEAF BRANDS' WHOLLY OWNED SUBSIDIARY WE ARE KURED, LLC SUCCESSFULLY MANUFACTURES AND FULFILLS ITS FIRST LARGE WHITE - LABELED CBD 510 THREAD REFILL CARTRIDGE ORDER FOR MUST HAVES, LLC

Vancouver, BC, October 15, 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 successfully manufactured and fulfilled its first large white label 510 thread refill cartridge order for Indiana based distribution company, Must Haves, LLC ("Must Haves"). Must Haves is a well-established CBD distributor within the CBD community and has built strong relationships with CBD retailers around the greater Chicago, USA area.

As previously announced on September 5, 2019, Kured entered into a white label agreement with Must Haves, whereby Must Haves has agreed to purchase Kured's white label 510 thread CBD cartridges for distribution under Must Haves brand. The Must Haves branded 510 thread CBD cartridges include terpene profiles such as Trainwreck and Blueberry Cookies.

Benjamin Martch CEO of Kured and CMO of NewLeaf Brands Inc. commented, "These white label agreements have proven to be a great move for Kured and the clients that we work with. Kured's white label division offers custom vaporizer products of all different types utilizing our cutting-edge processes and formulations while keeping the ability for custom terpene profiles, look and feel open to the customer's desires. We are able to fill orders of any size or liking in an incredibly short amount of time due to our large in-house manufacturing capacity. We look forward to not only working with existing clients, but also assisting a number of future clients to fulfil their CBD needs."

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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