



NEWLEAF BRANDS' WHOLLY OWNED SUBSIDIARY WE ARE KURED, LLC HAS SUCCESSFULLY PASSED AN EXTENSIVE THIRD PARTY TESTING OF ITS CANNABIDIOL (CBD) OIL FOR PESTICIDES, MICROBIAL AND HEAVY METALS.

Vancouver, BC, October 23, 2019 - NewLeaf Brands Inc.'s (CSE:NLB) (OTC: NLBIF) (FSE:ONF) ("NewLeaf Brands" or the "Company") wholly owned subsidiary We Are Kured, LLC ("Kured"), a Colorado based disposable vape pen and 510 cartridge company, announces that it has successfully passed an extensive testing of its CBD oil for pesticides, microbial and heavy metals completed by Botanacor Laboratories ("Botanacor"), a nationally recognized third party testing facility. Botanacor is the leading national industrial hemp and CBD testing laboratory which provides accurate, repeatable, and defensible testing data. The test results state that the following microbial were not detected in Kured's CBD oil: aerobic plate count, coliforms, yeast and molds, Escherichia coli (E. coli) and salmonella. There was also zero detection of any pesticides or heavy metals.

Benjamin Martch CEO of Kured and CMO of NewLeaf Brands commented, "As vaping oil has been a hot topic in the news lately, we wanted to go the extra mile to make sure that our oil was safe for our consumers. The overall quality of our oil is very important to us. Passing these tests shows that our formulation team is doing a great job."

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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