



NEWLEAF BRANDS' PARTNERS WITH INNOVATIVE SOCIAL MEDIA INFLUENCER MARKETING PLATFORM HERBFLUENCE, INC, WHICH REACHES OVER 20,000,000 PEOPLE

Vancouver, BC, October 28, 2019 - NewLeaf Brands Inc. (CSE:NLB) (OTC: NLBIF) (FSE:ONF) (“NewLeaf Brands” or the “Company”) and its wholly owned subsidiaries, We Are Kured, LLC (“Kured”) and ReLyfe Brand, LLC (“ReLyfe”) are pleased to announce that the Company has entered into an agreement (the “Agreement”) with Herbfluence, Inc. (“Herbfluence”). Under the terms of the Agreement, Herbfluence has selected two of the Company’s CBD branded products to be included in the initial launch of the Herbfluence marketing platform on Monday, October 28, 2019. Herbfluence is an influencer marketplace for the Cannabis Industry. It is a smarter, simpler approach to advertising cannabis brands through social media influencers.

Tyler Knight, Founder and CEO of Herbfluence states, “Having worked in the cannabis industry as a Marketing Executive for over six years, I have experienced numerous problems marketing cannabis and CBD companies online. Our team developed a streamlined online platform that truly allows CBD, cannabis and ancillary companies to seamlessly find, connect, and communicate directly with social influencers in our industry. The platform will prove to successfully advertise brands online to their desired target market and will receive full analytical data on the marketing campaigns, without the barriers caused by typical digital advertising platforms. As a firm believer in NewLeaf Brands’ CBD products, we are confident that we can provide an advertising service through our social influencers that will greatly increase product sales and brand awareness for NewLeaf Brands as a leader in the CBD industry.”

As many social media platforms restrict paid cannabis and CBD advertising, Herbfluence has developed a marketing platform where the cannabis and CBD brands can communicate with social media influencers to negotiate online promotions. Herbfluence currently has hundreds of social media influencers, whom have over 20,000,000+ followers on Instagram online.

“After meeting Tyler Knight, I immediately wanted to get our CBD brands involved. I have been in the cannabis and CBD industry for over seven years now, and I know how hard it is to market CBD and cannabis brands online. The Herbfluence platform is truly an industry game-changer, and I couldn’t be more excited about the opportunity to work with Tyler and the Herbfluence team”, said Benjamin Martch, CMO of NewLeaf Brands.

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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