



NEWLEAF BRANDS' WHOLLY OWNED SUBSIDIARY WE ARE KURED, LLC OFFICIALLY LAUNCHES THREE NEW FLAVOUR PROFILES

Vancouver, BC, November 1, 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 the launch of three new flavor profiles for its disposable vape pens and 510 thread refill cartridges.

Matthew Mograbi, US National Sales Manager of Eybna Inc. commented, "We have always enjoyed working with the Kured brand. Benjamin and his team run a great operation. We are excited to grow with them on this upcoming expansion."

The new profiles consist of three crafted flavors, available in mango, tangerine and Charlotte's Web. Each flavor has its own colored packaging expressing the product's taste and feel. In addition to the new profile offerings, Kured will donate a portion of the proceeds from the sale of the Charlotte's Web profile to select charities that directly benefit veterans all over the United States.



Kured CBD Vape Pens: New Flavor Profiles

"Our three oil flavor profiles have been a big hit in the CBD vape industry, I honestly couldn't have asked for a better terpene partner than Eybna. Eybna terpenes are by far the best in the world and I cannot wait to see the reaction to the new oil offerings. The mango profile is my new favorite," said Benjamin Martch, CEO of Kured and 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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