



## **NEWLEAF BRANDS' WHOLLY OWNED SUBSIDIARY WE ARE KURED, LLC SIGNS LOI TO ENTER COLORADO CANNABIS INDUSTRY."**

**Vancouver, BC, November 19, 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 entered into a letter of intent (the "LOI") with Denver based marijuana infused product license holder, Denver Packaging Company ("DPAC"), to enter the Colorado cannabis market in 2020. DPAC is the license holder that manufactures renowned brands such as Keef Cola, Keef Pax Pods and Oil Sticks. Under the terms of the LOI, DPAC will commit to all licensing, manufacturing and distribution of Kured products and Kured will cover the cost of all goods, as well as provide marketing and sales force and sales management on behalf of DPAC. Further, Kured will introduce an ultra-high quality THC version of its flagship 500mg custom disposable vaporizer line that includes the Eybana terpene profiles and subsequent cartridges. According to [newfrontierdata.com](http://newfrontierdata.com), the legal marijuana market in the state of Colorado, USA is expected to exceed \$2,000,000 in revenue in 2020.<sup>1</sup>

Joshua Bartch, CEO of NewLeaf Brands commented, "Being a founder of one of the original and most successful dispensary and cultivation companies in Colorado, USA, I'm extremely excited to be introducing the Kured line to dispensaries and cannabis consumers throughout the state of Colorado, USA. Colorado, USA is our back yard and our team collectively is incredibly well connected in every vertical in not only the Colorado, USA marijuana market, but the Cannabis space as whole. The Kured line has already established itself as the number one CBD vape pen in Colorado, USA and has garnered great brand recognition throughout the state. I know I'm not the only one that is excited for our THC line to hit the shelves in the coming months.

### *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](http://www.sedar.com) or visit the Company's website at [www.NABrandsInc.com](http://www.NABrandsInc.com). For further information about We Are Kured, please visit their website at [www.wearekured.com](http://www.wearekured.com).

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<sup>1</sup> Source: New Frontier

<https://newfrontierdata.com/marijuana-insights/colorado-market-projections-2014-2020/>

**On Behalf of the Board of Directors**

Joshua Bartch  
Chief Executive Officer  
info@nabrandsinc.com

**For Further Information Contact**

Corporate Communications  
info@nabrandsinc.com  
250-488-6728

**We Are Kured Contact:**

Benjamin Martch  
Founder & CEO  
www.wearekured.com

**The Canadian Securities Exchange has neither approved nor disapproved the contents of this news release and accepts no responsibility for the adequacy or accuracy hereof.**

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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