



NEWLEAF BRANDS' WHOLLY-OWNED SUBSIDIARY, WE ARE KURED, LLC, LAUNCHES PREMIUM CBD FLOWER JOINTS

Vancouver, BC, April 9, 2020 - NewLeaf Brands Inc. (CSE:NLB) (OTC: NLBIF) (FSE:ONF) ("NewLeaf Brands" or the "Company") wholly-owned subsidiary, We Are Kured, LLC ("Kured") is pleased to announce the launch of its new CBD flower pre-rolled joints. The CBD flower used is grown naturally with no chemical herbicides, pesticides or synthetic fertilizers. These 1.0-1.2 gram joints are vegan, 3rd party lab tested and are available in 6 terpene infused flavor profiles. The flavor profiles include Pineapple Express, Blueberry Cookies, Strawberry Diesel, OG Kush, Charlotte's Web and Mango.

Benjamin Martch CMO of NewLeaf Brands commented, "During these trying times, our management team has been working diligently on distribution partners throughout the United States. Many of these distributors loved our CBD joint idea so we moved quickly on getting them ready for market. They taste, look, smell great, and CBD affects are immediate."

The CBD flower is grown on a 100% Organic hemp farm. These joints are manufactured utilizing GMP in a brand new 8,000 Sq. Ft. automated facility, which ensures the best and most consistent product at the lowest price on the market. Overall, the increasing adoption of CBD infused products in various industries such as pharmaceuticals, personal care and cosmetics, and nutraceuticals is expected to help fuel market growth in the near future.

Kured's CBD flower pre-rolled joints will be sold online and in retail locations starting at \$4.99 USD. See more information and retail location by visiting www.WeAreKured.com.

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

Joshua Bartch
Chief Executive Officer

For Further Information Contact

Corporate Communications
info@nabrandsinc.com

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.

This news release does not constitute an offer of securities for sale in the United States. These securities have not and will not be registered under United States Securities Act of 1933, as amended, or any state securities laws and may not be offered or sold in the United States or to a U.S. Person unless so registered, or an exemption from registration is relied upon.