



**NEWLEAF BRANDS ANNOUNCES
APPOINTS FORMER DIRECTOR OF
GENETIC RESEARCH OF EBBU, LEAD
DIRECTOR OF GENETIC RESEARCH OF
CANOPY GROWTH & RECENT CO-
FOUNDER OF MYDECINE GROUP, ROB
ROSCOW, TO THE ROLE OF CHIEF
SCIENCE OFFICER ("CSO")**

Vancouver, BC, May 12, 2020 - NewLeaf Brands Inc. (CSE:NLB) (OTC: NLBIF) (FSE:ONF) ("**NewLeaf Brands**" or the "**Company**") is pleased to announce that it has appointed Robert Roscow to the position of Chief Science Officer (CSO). Mr. Roscow previously served as the Director Research of Ebbu, a leading multi-platform cannabinoid research and technology firm based in Colorado, USA. Prior to Ebbu's \$429MM acquisition by Canopy Growth, Mr. Roscow's day-to-day operations included running the world's first cannabis genomic editing lab, focused on cannabinoid yield improvements, filing patents, establishing a cannabis tissue culture lab, and support of drug development team with statistical analysis and experimental design for Ebbu's proprietary formulations.

"The diversity of medical potential in mushroom compounds is astounding, the synergy of this knowledge with cutting edge research and production presents a remarkable opportunity for advances in both pointed treatment of serious conditions as well as general wellness," said Rob Roscow, CSO of NewLeaf Brands, Inc.

Mr. Roscow's genetic studies and research landed Ebbu features in Rolling Stone Magazine, Nature Magazine, and PNAS (Proceedings of the National Academy of Sciences of the United States of America).

After Canopy's acquisition of Ebbu, Mr. Roscow has focused his attention on the thriving medical mushroom space, co-founding Mydecine Group ("Mydecine"). Mydecine is a vertically integrated company engaged to apply the vast medicinal, health and wellness capabilities of the multitude of compounds found in mycology as a whole.

Damon Michaels, co-founder of Mydecine and COO of NewLeaf, remarked that "Rob is one of those incredibly bright individuals you rarely come across in life that would resemble a modern day Sir Isaac Newton or Nikola Tesla. He is able to take the ordinary and turn it into the extraordinary. From our time spent together at Ebbu, I was able to watch Rob uncover a new world of cannabis research and experiment with the genetic chemotype profile of the plant that nobody has ever been able to do before in history. Not only is Rob an incredible geneticist, but his vast knowledge of multiple arts of science makes him the perfect person to be titled as the CSO of Mydecine as we go down this new path of mycology to discover the infinite exciting possibilities that fungi has to offer."

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
info@nabrandstinc.com

For Further Information Contact

Corporate Communications
info@nabrandstinc.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.

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.