



## LeanLife Health Inc.

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### NEWS RELEASE

#### LeanLife Implements Customer Relationship Management System

VANCOUVER, British Columbia, February 11, 2020: [LeanLife Health Inc.](#) (CSE: LLP) (the “Company”) a Company focused on proprietary plant-based food products is pleased to announce that it has implemented a new Customer Relationship Management (“CRM”) system.

LeanLife has implemented a [Zoho CRM system](#) to manage the Company's relationships and interactions with customers. Zoho's CRM software will bring LeanLife's sales, marketing, customer support, and inventory management functions activities together, combining them under one platform.

LeanLife expects the CRM system to assist with marketing by allowing the Company to personalize and track all communications with prospects to facilitate their conversion into happy customers. This real-time customer information will aid LeanLife's growing international sales team as they make progress toward achieving their sales targets.

The CRM will integrate with LeanLife's existing accounting system to streamline payments and order fulfillment.

This marks the completion of the first milestone set by LeanLife in its engagement of Omega-3 expert, Gavin Mah, two months ago.

*“LeanLife intends to use this CRM system to target its marketing, convert prospects, engage customers, track inventory, streamline accounting, fulfill orders and grow our revenue,”* said Stan Lis, CEO.

#### About LeanLife Health and the Omega-3 Market

LeanLife Health's products are **long-term shelf-stable** extractions from flax seed, a plentiful **plant-based source of Omega-3**, that give them a significant advantage as a fortified food ingredient.

Increased omega-3 intake, especially with LeanLife's higher omega-3 to -6 ratio, has shown to have **significant health improvement impacts**.

LeanLife's mission is to provide a relatively **low-cost means of replacing the less healthy vegetable oil in food**, and **transform them into healthier versions**.

*“Improving the quality of food without requiring people to change what they eat is the best way to ensure they eat healthier and benefit from an improved quality of life.” – Stan Lis, CEO*

LeanLife Health’s industry leading and **proprietary Omega-3 product formulations** are of the **highest quality** and **contain no cholesterol**. Products are available in oil, emulsion and powder forms.

The products can be used as **food additives** or as **nutraceuticals** and have been used to make bread, noodles, cheese, yogurt, juice and milk products for the European market.

The **global Omega-3 market** reached USD \$33 Billion in 2016 and is **expected to reach upwards of USD \$57 Billion by 2025**, according to a report by Grand View Research, Inc.

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**Forward Looking Information**

Information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management’s current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. The Company cautions that all forward looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond the Company’s control including, the Company’s ability to compete with large food companies; sales of any potential products developed will be profitable; the ability to complete sales under the sales agreement. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward-looking information. Except as required under applicable securities legislation, the Company undertakes no obligation to publicly update or revise forward-looking information.

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