



## LeanLife Health Inc.

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### NEWS RELEASE

#### LeanLife Adds to Sales Team

VANCOUVER, British Columbia, March 10, 2020: [LeanLife Health Inc.](#) (CSE: LLP) (the “Company”) a Company focused on proprietary plant-based food products is pleased to announce that it has added a new member to the sales team.

LeanLife recently signed a Sales Commission Agreement with Marisa Sanchez, who will be focusing on the sale of LeanLife’s products in Mexico.

Ms. Sanchez previously worked at Procter & Gamble for 10 years where she assisted in Procurement and Logistics to source products for the Health & Beauty Care Department. It was during this experience that she learned about the food industry and developed a greater appreciation for the importance of taking care of one’s health.

Ms. Sanchez leveraged her experience in health and beauty care to open a successful Import/Export and Logistics company that had exclusive distribution rights for a well-known brand of beauty products made in France. This led to opening several health and beauty spas.

During her time at Procter & Gamble she also developed a network of contacts with individuals who currently serve as CEO’s or Directors at the most important food manufacturing companies in Mexico. It is this network that will be of great benefit to LeanLife and will ensure penetration of the Company’s products into the Mexican market.

The market for food processing ingredients in Mexico is large and well established. The country is home to several multinational food processing companies such as Nestle and Unilever, which export their processed goods as well as sell them domestically. The world’s largest baking company, Grupo Bimbo, is also head-quartered in Mexico and operates the largest bakeries in the United States, Mexico, Canada and many other countries.

Having a knowledgeable and professional local partner with import and sales experience is of great value to LeanLife, as she can help with issues related to regulations, procedures, labeling and customs clearance.

The United States, Mexico, Canada trade agreement (“USMCA”), which was recently adopted in Mexico and the United States, and is heading towards adoption in Canada, has the potential to further ease the export of LeanLife’s product to Mexico.

**Quality. Accessible. Nutrition.**

*“I am delighted that Ms. Sanchez has joined our LeanLife team and look forward to her assistance in connecting the Company to large food producers in Mexico and selling our product,”* 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 been shown to have **significant health improvement impacts**.

LeanLife’s mission is to **help make food better by providing a nourishing substitute** for less healthy oils.

***“Improving the nutritional quality of food without requiring people to change the way they eat is what LeanLife is all about.”***

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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