



**LeanLife Health Inc.**

380-580 Hornby Street  
Vancouver, BC, V6C 3P6

## NEWS RELEASE

### **LeanLife Finalizes Sales & Marketing Plan for Mike Tyson Branded Iron Energy Drink**

VANCOUVER, British Columbia, December 29<sup>th</sup>, 2020: [LeanLife Health Inc.](#) (CSE: LLP; FSE: LL1; OTC Markets: LHLNF) (the “Company”) is pleased to announce that the Company’s executive team has finalized and committed to an aggressive sales and marketing plan for 2021.

This sales and marketing program will build upon the sales and distribution agreement with “The Jet Collection” and leverage the strong interest the Company is receiving for its Mike Tyson branded Iron Energy drink in both Canada and the United States.

Stan Lis, CEO and Director of LeanLife, states: “Given the strength of Iron Energy combined with the branding of legendary Mike Tyson, we are confident it will give us the opportunity to emerge as one top energy drinks in the North American market. It will be competitively positioned against the leading brands like Monster and Red Bull. There will be an opportunity to acquire additional territories around the world after successful roll-out in North America.”

Gavin Mah, Chief Operating Officer of LeanLife, states: “LeanLife is in negotiation with additional sales and distribution channels with the objective to have access to the majority of major US retail outlets by the end of 2021.”

#### **About LeanLife Health and its Competitive Positioning in Energy Drinks**

FoodCare, the supplier and manufacturer of Iron Drinks, is one of the leaders in Poland’s energy drink market and has also grown Iron Energy into the leading brand in the Middle East. It believes the product will appeal to North American consumers as well.

The annual value of the combined US and Canadian energy drink markets is estimated at over US\$14 billion. Red Bull is the market leader, followed by Monster and Bang. Red Bull is the market leader and pursues a premium price strategy; LeanLife aims to be aggressively positioned in this market category. According to Allied Market Research, the Compound Annual Growth Rate (CAGR) of the global energy drink market is 7.20% and will reach US \$86.01 by 2026.

Driving the strong growth in the energy drinks market is increased consumer awareness of health and wellness products. As well, this product is particularly attractive among youth and teenage consumers.

Customers in Europe, where the product was first launched, are attracted to Iron Energy, which is a market share leader in numerous markets, because it offers a compelling branded product with taste and energy benefits.

For more information, please contact:

Stan Lis, CEO  
604-764-0518  
[SLis@LeanLifeHealth.com](mailto:SLis@LeanLifeHealth.com)

**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.

**THE CSE HAS NEITHER APPROVED NOR DISAPPROVED THE INFORMATION CONTAINED  
HEREIN AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF  
THIS RELEASE.**