



LeanLife Health Inc.

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NEWS RELEASE

Mike Tyson Branded Iron Energy Drink Containers Have Cleared American Customs

VANCOUVER, British Columbia, April 22nd, 2021: [LeanLife Health Inc.](#) (CSE: LLP; FSE: LL1, OTC Markets: LHLNF) (the “Company”) is pleased to announce that the first containers of Mike Tyson branded energy drink from FoodCare Group have cleared customs in Los Angeles.

The product cleared customs on April 16, 2021 and is making its way to the Company’s distribution facility in Arizona.

Stan Lis, CEO and Director of LeanLife, states: “This is a new product in the US market place, a product of great quality, combined with legendary Mike Tyson’s branding, and our experienced sales and distribution team expect a great start.”

The Company intends to provide further shareholder updates on specific details of retail distribution as our retail partners begin sales of Mike Tyson’s Iron Energy drink.

About LeanLife Health and its Brand Positioning in the Marketplace

FoodCare Group, the supplier and manufacturer of Iron Energy, by Mike Tyson, is a market leader in Poland’s energy drink market and is a leading brand in the Middle East. We believe, Iron Energy will also appeal to North American consumers and will quickly gain retail and consumer acceptance and trial.

The annual market value of the combined U.S. and Canadian energy drink markets is estimated at over \$14 billion (USD). According to Allied Market Research, the global energy drinks market size was valued at \$53.01 billion in 2018, and is expected to grow at a CAGR of 7.20% to reach \$86.01 billion by 2026.

Capitalizing on the opportunity, LeanLife now first offers Iron Drink, a Mike Tyson branded energy drink to the consumers in the United State. LeanLife will be aggressively priced and shelf positioned, to appeal to a broad consumer base. A good market shares growth will be expected.

Consumer preference and the increased occasions for energy drink consumption are growing the category. Iron Energy will participate in this phenomenon through category and organic growth. The broad base of health and sport oriented consumers will be attracted to this unique product alternative. Iron Energy is enjoying great success in the European market. We believe Iron Energy will offer a similar success story in North America due to its compelling brand attributes, product taste and energy benefits.

For more information, please contact:

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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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