



LeanLife Health Inc.

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NEWS RELEASE

LeanLife prepares the launch of Iron Energy Drink in the USA and Canada while continuing research and development on Flax Oil.

VANCOUVER, British Columbia, September 3, 2020: [LeanLife Health Inc.](#) (CSE: LLP; OTCQB: LNLHF; FSE: LL1) (the "Company" or "LeanLife") a company focused on proprietary plant-based food products is pleased to announce that it has been working with the CFIA (Canadian Food Inspection Agency) for the IRON ENERGY drink product lines in Canada. Gavin Mah, Chief Operating Officer, stated: "We expect the final product approval to be completed this September and will be ordering Iron Energy for Canada immediately after for sale by year end. Iron Energy USA product has had minor improvements and we will be able to order more product and supply all 50 States." Since the branding of IRON ENERGY with boxing legend Mike Tyson is now in place and Mike Tyson has shot Iron Energy commercials and social media posts, LeanLife has started to reach out to major distributors in the USA and Canada.

Concurrently LeanLife is looking to sharpen its profile in regards to health benefits associated with Flaxseed Oil. LeanLife Health Flaxseed Oil provides numerous health benefits and some unique advantages over marine omega-3 fatty acid sources. For consumers trying to eat a healthier, sustainable, plant-based diet, LeanLife Health Flaxseed Oil is a beneficial addition.

Flaxseed Oil, Omega 3 and Immunity! Findings support the positive immunomodulatory effect of ALA on different cells of the immune system. As consumers adapt to the COVID-19 crisis, buying habits have shifted and focused on a healthy immune system. Dietary flaxseed, already known for its proven antioxidant and anti-inflammatory properties, works as both a mitigator and protector of the various cells associated with immune responses to viruses - <https://www.leanlifehealth.com/flaxseed-oil-omega-3-and-immunity>

Studies show that Alpha-linolenic acid is as effective as long-chain omega-3 fatty acids in reducing coronary death. ALA comprises 58% of the fatty acids in LeanLife Health Flaxseed Oil, making it the richest ALA plant source. <https://www.leanlifehealth.com/alpha-linolenic-acid-as-effective-as-long-chain-omega-3-fatty-acids-in-reducing-coronary-death>

The Company wishes to extend the expiry date on 6,050,000 warrants expiring September 27, 2021, on 5,674,600 warrants expiring December 6, 2021 and on 3,520,000 warrants expiring on December 20, 2021 for a grand total 15,244,600 warrants to now expire on November 30, 2022. The exercise price of the warrants will continue to be \$0.075 each.

About LeanLife 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.

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.

LeanLife Omega-3 products are long-term shelf-stable extractions from flaxseed, a plentiful plant-based source of Omega-3, that give them a significant advantage as an essential^[1] 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 nutraceuticals and used in making 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. Such statements include the intention to raise funds to purchase inventory, the ability of the Company to purchase inventory, and the intention to provide additional corporate updates. 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 raise funds, the ability to purchase, ship, and sell products, the 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.

^[1] Omega-3 fatty acids are **essential** because the body cannot make them on its own and so they must be consumed from dietary sources.