



Leanlife Announces Appointment of Anis Barakat as CEO

VANCOUVER, British Columbia, September 27, 2021: [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 the appointment of Anis Barakat as Chief Executive Officer ("CEO"). Anis will replace Stan Lis as the CEO, Stan will remain on the Board and has been appointed as the Company's New Executive Chairman.

Anis brings a wealth of expertise to this role, having served in several senior leadership roles over the past 7 years within the food and beverage industry. Anis is the Founder and former President of Revive Superfoods Inc., the first multi-national frozen superfood subscription company selling ready-to-eat/blend meals (smoothies, oats, soups and lunch/dinner bowls) direct-to-consumer, with operations in Canada and the United States. During his time with Revive Superfoods, Anis was instrumental in developing a highly scalable DTC subscription model that disrupted the ready-meal industry and achieved incredible success since its inception in 2018.

Speaking on behalf of the Board, Stan Lis, Chairman, stated "We are excited to welcome Anis as our new CEO. Anis has a proven track record of bringing new consumer-facing products from concept to launch. His depth of experience in the food and beverage industry will be instrumental in expanding our international presence and will immediately benefit LeanLife and our customers by furthering our efforts in introducing industry-leading energy drinks of the highest quality within North America."

"I am thrilled to be joining the LeanLife team," said Anis Barakat. "My intent as CEO is to continue increasing shareholder value while furthering LeanLife's efforts in introducing the innovative [IRON ENERGY](#) drink product lines in North America. I am humbled and privileged to work with an already incredible team and our incredible brand ambassador, the Great Mike Tyson. I believe LeanLife's business model is well positioned to capitalize on the significant opportunities for growth in the energy drink industry. I look forward to drawing on our teams' collective experiences to deliver our growth plan. I am beyond excited!"

"We took the proper approach that our shareholders, customers, partners and employees expected and deserved in selecting Anis as our new CEO," Gavin Mah, COO, stated. "Anis is the best person to lead LeanLife Health into its next chapter, and he has my support."

About LeanLife Health Inc.:

LeanLife Health Inc. was born from a desire to offer high quality omega3 plant-based oils to the world. Evidence of over 50 years supports the numerous health benefits of flaxseed omega 3 alpha-linolenic acid. LeanLife Health recognized that over 50% of North Americans do not consume enough omega 3 fats and eat far too many omega 6 fats. Our omega 3 flaxseed formulation is stable for 2 years which will allow more food companies to add the oil to their products and more consumers to meet their nutritional needs. Proprietary methods initially developed at a Polish University in 2007 have been continuously improved upon to result in the most nutritionally stable plant-based omega 3 oils that are on the market today.

New initiatives have driven our team to incorporate more products to diversify our offerings and enrich shareholder value. We are excited to be rolling out the Mike Tyson endorsed Iron Energy Drinks into the soft drink market across the US by mid-2021. LeanLife Health Inc. is confident this strategy will propel us forward with positive gains in the foreseeable future.

We have engaged a team with global expertise in omega-3 science and production, energy drink sales, and direct-to-consumer marketing. Our professionals are working to ensure our omega-3 flaxseed oil is the healthiest, most stable, and the most convenient available today. In addition, our team is working diligently to launch Amazon and convenience store sales of Iron Energy Drinks (endorsed by Mike Tyson) across the US.

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