

For Immediate Release

April 9, 2015

True Leaf to Develop Products for Pets

Vancouver – True Leaf Medicine International LTD., the Quality of Life Company, which has applied to become a Health Canada *Marihuana for Medical Purposes Regulation* (MMPR) licensed producer, has identified potential new revenue sources in the pet nutrition industry while it continues to engage in the medicinal cannabis licensing process.

With 30 years' experience in the pet nutrition market, True Leaf CEO Darcy Bomford sees a natural fit for his company to combine its current focus with products for pets as a natural extension of the mission to provide customers with enhanced quality of life and is in negotiations to combine those two areas going forward.

“At True Leaf we are dedicated to improving wellness and quality of life,” said Mr. Bomford. “Given our management team’s skills and background, and the steadily building market focus on value-added products around the cannabis sector, we find the pet industry to be both a perfect fit and an untapped niche market. There is a gap in the market for products that offer pets a better quality of life and hemp proteins and hemp seed oils offer genuine potential in this well-established space.”

True Leaf management sees products that are most compatible with the company’s mission in nutraceutical pet chews and supplements for the support of good pet health.

Next steps include identifying manufacturing, marketing and research partners in Canada to develop those pet product lines, which the company expects to roll out in the fall of 2015.

“We continue to comply with the Health Canada application review process and have responded to eight Health Canada ‘Requests for Additional Information’ to date. This initiative strategically addresses both our immediate, short-term need to establish brand and revenue while we wait for the outcome of our MMPR application to Health Canada, and helps define our long-term mission as the Quality of Life Company for both people and their pets,” said Mr. Bomford.

About True Leaf Medicine International Ltd.

True Leaf Medicine International Ltd. has filed an application under Health Canada’s *Marihuana for Medicinal Purposes Regulations* (MMPR) to become a licensed producer with a facility located in the Village of Lumby, BC. The company has passed through the preliminary and enhanced screening process of Health Canada’s review and is currently awaiting a ‘ready-to-build’ approval.

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