

True Leaf Pet is a hit at Chicago's Marijuana Business Conference Expo

Only pet product exhibitor at leading industry gathering

May 27, 2015 - Vancouver BC – Pet treats were in the spotlight at one of the marijuana industry's biggest showcases, the Marijuana Business Conference Expo, held May 19 and 20 in Chicago.

Of the 160 exhibitors and 2,000 attendees at the Expo, True Leaf International Ltd. was the only one presenting a line of pet products, revealing proposed packaging for three brands containing hemp-derived Omega 3 supplements.

While True Leaf may have been the only exhibitor previewing a pet supplement line, exhibitors Darcy Bomford and Kevin Bottomley did not have time to get lonely, as they welcomed a steady stream of visitors to the True Leaf's booth. True Leaf CEO Darcy was struck by the fact that everyone who came by had a personal story to share whether it was about their own pet or a friend's pet; there was no engagement barrier.

"The reaction from people at the show was a positive inclination that True Leaf Pet is moving in the right direction," said Darcy. "Clearly, we're on to something and True Leaf Pet is going to be the leader in this space."

Said True Leaf Director Kevin Bottomley: "The thing that really blew my mind was the flow of people. That is something I haven't experienced since the start of the super bull market in resources in 2006. Being a part of a brand new industry is invigorating and really helps you get hyper-focused on being successful."

The show was divided into four trade show areas with each area hosting approximately 40 booths. In addition to the Expo, the Conference also offered a Marijuana Business Crash Course and Marijuana Business Investors' Networking Breakfast. Attendees stay on top of leading technologies, growing innovations and preview new product releases in the Cannabis sector.

"It was a special day for True Leaf at the Chicago show", summed up Kevin.

"I have every confidence we will continue gaining momentum rapidly from here on out.

After recently signing a proprietary manufacturing agreement with Wodema Industries of Kelowna, BC, True Leaf aims to manufacture and begin marketing its first branded range of products across North America this coming fall.

About True Leaf 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.

For more information, please see True Leaf's website at www.trueleaf.com

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