



True Leaf Announces Hemp-Based Pet Chews on Target for Fall Launch

US distribution center and successful trial runs latest steps in True Leaf Pet's plan to enter \$60 billion marketplace

July 16, 2015 – Vancouver BC — True Leaf Medicine International Ltd. (CSE: MJ) announced today that it has begun trial runs for its hemp-based pet chews and secured a US distribution center to meet the expected demands of the US market.

The trial runs at a US production facility were successful, with more scheduled over the summer in preparation for a fall launch to the specialty natural pet product industry.

“We’ve been working on some very innovative manufacturing techniques that will be a game-changer in this category and the initial trials have exceeded our expectations,” said True Leaf CEO Darcy Bomford.

True Leaf has also secured CenterPoint Warehousing in Kansas City, Missouri as the company’s exclusive order fulfillment and distribution center. CenterPoint is a full service provider of warehousing, logistics, order-fulfillment and distribution services, serving the pet products industry for over 15 years. The company occupies just over 350,000 sq. ft. in an underground USDA and FDA inspected warehouse facility that is certified food grade and meets all industry standards.

”The True Leaf team has a keen eye for up-and-coming niche areas in the natural pet product market,” said Joe Fitzgerald, CenterPoint CEO. “We look forward to working with them to ensure they can service their customers efficiently and achieve success in this market.”

These two milestones align with the company’s strategy to build a scalable, product-to-market platform that can meet the expected demands of the North American market. Once the production trials are finalized, full production will begin – to meet the targeted fall product launch.

About True Leaf International Ltd:

True Leaf Medicine International Ltd. is entering the \$60 billion pet industry with a line of hemp-focused pet chews and supplements marketed through natural pet health and veterinary channels in Canada and the US. The company has also filed an application under Health Canada's Marihuana for Medicinal Purposes Regulations (MMPR) to become a Canadian licensed producer. It has passed through the preliminary and enhanced screening process of Health Canada's review and is currently awaiting a 'pre-license inspection' approval.

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