

For Immediate Release



True Leaf Secures Canada-Wide Distribution for New Hemp Chews for Pets

VANCOUVER – August 12, 2015 – True Leaf Medicine International Ltd. (CSE: MJ) has secured coast-to-coast distribution for its new Trueleafpet™ Hemp Chew product line to be launched this fall.

Freedom Pet Supplies (Freedom) has agreed to service Ontario to Prince Edward Island and Anipet Animal Supplies Inc. (Anipet) will cover the western provinces. Both companies cover the entire Canadian pet specialty marketplace, servicing over 2800 stores between them.

These distribution agreements will support True Leaf's strategic decision to enter the \$60 billion pet industry with a line of hemp-focused pet products. Initially, True Leaf will market pet chews through direct, pet, natural health and veterinary channels in Canada and the US.

Freedom Pet Supplies Inc. (www.freedompet.com) was established in September 2001 by John and Kelly Ayres and focuses on selling quality products to independent pet product dealers and major pet specialty retail chains, from Ontario to Newfoundland. The company is known for its superior customer service and close-knit company culture. It has grown to over 91 employees at its Cambridge, Ontario location.

"Kelly and I are excited about True Leaf's new hemp-based product line and look forward to the launch," said John Ayres. "The innovative product range looks fantastic and provides a unique selling proposition in a fast-growing segment of our business. We expect the line to be in demand and well received by our customers."

Founded in 1976, Anipet Animal Supplies (www.anipet.com) services independent stores and pet-specialty chains across Western Canada. Anipet supplies a full range of products from warehouse locations in Vancouver and Calgary, offering overnight delivery to over 1000 stores from Vancouver Island to Winnipeg, Manitoba.

"I expect True Leaf's product line to carve a lucrative niche in one of our fastest growing categories: functional treats," said Troy Firth, Anipet CEO. "True Leaf's packaging and formulations are truly unique and should attract significant interest and market share within our customer base."

True Leaf CEO Darcy Bomford underscores the value of having the resources and people of Freedom and Anipet behind the new product line. "Both companies sell North America's most successful pet brands and cover 100% of the independent retailers and pet-specialty chains in Canada. I've known the people behind both companies for years and couldn't be happier with our new partners to help grow our business," he said.

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.

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