



For Immediate Release

## **Pet Industry Sales Pro Brings Proven Track Record to True Leaf's Pet Product Launch**

***At Iams, John McCallion produced double digit growth for more than a decade***

**Vancouver, CANADA – (September 8, 2015)** One of the pet industry's foremost sales people is joining True Leaf International Ltd. (CSE: MJ) (FRANKFURT: TLA) ("True Leaf" or the "Company") as VP Sales as it prepares to launch its new Trueleafpet™ Hemp Chew product line this fall.

John McCallion brings to True Leaf more than 30 years of pet industry professional sales and both domestic and international marketing experience.

This is a reunion for John and True Leaf CEO Darcy Bomford. From 2010-2012, John was VP of sales at Darford International, a Canadian manufacturer of pet treats and food founded by Darcy.

With 11 years at The Iams Company, John led a team through year-over-year double-digit growth for the entire decade. As Vice President of Sales for Midwest Home for Pets, John led a professional sales team for another 10 years, resulting in a dominant market share for the company in the crate business. John was then instrumental in launching a new line of super-premium pet foods.

"As a former executive with three major companies in the highly competitive pet category, John has specialized in catapulting companies toward their goals," said Darcy. "John brings extensive experience in entering and developing new markets, setting long term corporate strategy along with brand building in the consumer products category."

At Darford, John implemented and managed a team of regional sales managers as the company rebranded, expanded its product line and entered the pet food category.

Under John's tenure, the company launched and secured nationwide distribution for its ZERO-G product line in the natural pet food category. John developed long-term sales strategies, implemented promotional programs and strengthened relationships across the pet specialty, food, mass and drug categories.

"John understands the customer," Darcy added. "His critical thought and drive for action are assets to any company. And with a lifetime of experience, he really knows the industry and how to take a product to market. I look forward to working with John again as we take the next steps with our US launch and develop our international distribution early next year."

**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 security clearance.

**Contact:**

Paul Sullivan

BreakThrough Communications

O: 604-685-4742 M: 604-603-7358

p.sullivan@breakthroughpr.com