



**For Immediate Release**

## **True Leaf's hemp-based pet chews find "TRUE LOVE" on both sides of the border**

**Vancouver – September 28, 2015** – If pre-orders are any indication, North American dog lovers are eagerly anticipating a new line of hemp-based dog chews to go on sale in stores by late October.

TRUE LOVE™, TRUE SPIRIT™ and TRUE CALM™, an array of chews that supply dogs with natural antioxidants and address joint pain and anxiety, attracted significant interest from collectives, pet stores and dog lovers at two recent trade shows and appear ready to fill a niche in the fast-growing "functional chew" category.

The products were developed by True Leaf Medicine International Ltd. (CSE: MJ) (FRANKFURT: TLA) of Vernon, BC and officially launched on September 20th at the Pijac Canada show in Toronto, Canada's largest annual pet industry trade show. The products have secured nationwide distribution in Canada through the company's two distributors, Anipet Animal Supplies and Freedom Pet Supplies, and initial orders already represent 10% of the revenue goal for year one.

The week before, at the International Cannabis Business Exhibition in Los Angeles, True Leaf gave the US market a sneak peek at the products, generating a significant buzz as the only company marketing products for pets. Comments were enthusiastic: "This is such a great idea" ... "I love the packaging!" and more important, more than 85 people signed up for future orders of the company's range of products, including several medical marijuana collectives, dispensary owners and a grocery chain, all who see huge demand from their customers who have pets.

Said True Leaf CEO Darcy Bomford: "The last two weeks have been a whirlwind as we introduced the product line to the North American marketplace. We're blown away by the response. When you see people so excited about what we are doing, it's obvious all of our hard work is starting to pay off."

Darcy stressed that the next few months will be a turning point for True Leaf as it starts shipping product and generating revenue. "And this is just the tip of the iceberg. The American market is massive and I just know we can shine there" he said.

### **About True Leaf Medicine 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 Marijuana 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](mailto:p.sullivan@breakthroughpr.com)