

**For Immediate Release**

## **True Leaf secures European hemp supply and is poised to bring True Love™, True Spirit™ and True Calm™ to Europe's \$26 billion Pet Market\* in 2016**

**Vancouver BC, Canada– (November. 1<sup>st</sup>, 2015): An innovative line of chews for dogs featuring hemp and other plant-based active ingredients will enter the European pet industry in 2016.**

True Leaf Medicine International Ltd. has entered into negotiations with a European co-packer manufacturer of pet products, secured a European supply of hemp and is reviewing prospective firms to represent the company in Europe. Mr. Narcisse Kayser, former international sales manager for ANF pet foods, has been hired by the company to help manage the initial European strategy.

With three brands, True Love™, True Spirit™ and True Calm™, the True Leaf European product line will follow the same format as in North America, where the line is now on sale, but will incorporate European-grown hemp along with other active ingredients sourced in Europe. Distribution will be fulfilled through third party logistics companies and serviced from proprietary manufacturing facilities located within the EU. The company is also in discussions with a pet industry consulting firm with deep roots in European markets to spearhead sales in the region.

Darcy Bomford, True Leaf CEO says: "I've worked with Narcisse to develop the European market before and I'm extremely pleased with our progress. With his help we've been able to source high-grade Eastern European hemp cultivars and initiate manufacturing and marketing initiatives to service Western and Eastern Europe. We expect to have products to market and generating revenue by mid-2016, which is ahead of schedule".

True Leaf representatives will be in Europe next week as part of the initiative. The company is planning to exhibit and officially launch the European product line at Interzoo 2016, the world's largest pet industry exhibition, held every two years at the Messe in Nuremberg, Germany.

### **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.

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\* <http://www.fediac.org/facts-figures/>