

## **True Leaf Medicine International Inc.: Canada's Only Hemp Dog Chews Are Selling Fast**

***True Leaf's first production run selling out in 35 stores in Ontario and Western Canada.***

**Vancouver – December 08, 2015** – Canada's first and so far only hemp-based dog chews are already selling out in stores across Ontario and the West. Now, True Leaf Medicine International Inc. ("True Leaf" or "the Company") (FRANKFURT: TLA) (CSE: MJ) is moving to a manufacturer with greater capacity, in order to meet demand.

Launched at the end of September, the first product run of the line of treats is on shelves in 35 stores in western Canada and Ontario, and is selling out quickly. The line – TRUE LOVE™, TRUE SPIRIT™ and TRUE CALM™, an array of chews that supply dogs with natural antioxidants and address joint pain and anxiety – has been well-received by both consumers and retailers, according to True Leaf CEO Darcy Bomford.

"We're not surprised by the widespread acceptance," said Mr. Bomford. "We saw it coming with all the enthusiasm shown at pet and cannabis expos before the launch. Still, it's good to see that enthusiasm turn into real sales."

While short-term goals include restocking current retail venues and increasing the number of stores offering True Leaf products in Canada, the company's longer term goals include increasing exposure in the United States as a prelude to launching the product in the US market.

For that purpose, True Leaf has joined the American Pet Products Association (APPA) to facilitate US promotion and marketing and will have a booth at the APPA's Global Pet Products Expo in Orlando, FL. In March, 2016.

With more than 1,000 exhibitors, 3,113 booths and more than 3,000 new product launches, the Global Pet Expo is the pet industry's largest annual trade show, and a doorway to the fast-growing \$60 billion US industry.

### **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 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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