

True Leaf Expands its Retail Reach Across Canada

Increases retail outlets for hemp-based dog chews by 35 per cent while opening e-commerce platform

VANCOUVER – February 2, 2016 – True Leaf Medicine International Ltd. (CSE: MJ) (“the company”) has extended its retail channels for its innovative hemp-based dog chews, effectively covering all 10 Canadian provinces and the three territories.

The company has increased the number of stores in British Columbia, Alberta and Ontario, a 35% increase in its retail distribution network. At the same time, True Leaf has added e-commerce to its web site, www.trueleaf.com. Retailing for \$14.99 a package, True Leaf’s line of dog chews: TrueCalm™, TrueSpirit™ and TrueLove™, is now available in 47 independent pet stores and chains.

The new *trueleaf.com* e-commerce channel offers a flat shipping rate of \$10 to anywhere in Canada for smaller orders, and free shipping on orders over \$49.

Now, dog owners in every area of Canada can purchase hemp-based dog chews that provide healthy hip and joint, calming and antioxidant support to their dogs.

“This is great news both for True Leaf, and for pet lovers across Canada,” said True Leaf CEO Darcy Bomford. “We now have a larger concentration of retail stores on the east and west coast, but still a gap in local retail distribution in central and northern Canada. Our e-commerce site bridges this gap.”

This milestone aligns with True Leaf’s *Quality of Life* value proposition as it continues to grow its market presence in the \$60 billion pet industry with their line of pet products focused on hemp nutrition. In the weeks to come, True Leaf expects to offer its products via natural health and veterinary channels in Canada and the US.

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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