

True Leaf Signs with Pet Food Experts to Distribute TRUE HEMP™ Dog Chews to 3500 Stores across the US

True Hemp Dog Chews now available across Canada and the United States; Product generates big buzz at Orlando's Global Pet Expo



Vancouver, BC – March 22, 2016 – True Leaf Medicine International has reached a significant milestone as a pioneering producer of hemp-based pet nutrition products by signing an agreement with Pet Food Experts, Inc., gaining distribution in the United States for the first time.

The agreement with Pawtucket, Rhode Island-based Pet Food Experts means True Leaf Pet Functional Chews will be available to 3500 independent retail stores in 29 states from Maine to Washington State this spring.

Michael Baker, President and CEO of Pet Food Experts, is looking forward to offering an innovative line of treats to customers from coast to coast. “Pet Food Experts is excited to have True Hemp as our new product of choice in the hemp-based functional chew category. Our customers are constantly demanding innovative new products and True Hemp’s line-up of functional chews is a winner and a perfect fit,” said Baker.

Darcy Bomford, founder and CEO of True Leaf - and former founder of Darford International Inc. - is pleased to partner with the Pet Food Experts team again. “I worked with Michael and his team at Darford and not only were they one of our top performing distributors, they were like family with a great company culture and old-fashioned values. Companies like Pet Food Experts are what make the pet food industry such a great place to be right now,” said Bomford.

The Global Pet Expo, with over 3,113 booths and 3000 new product launches, took place March 16-18 in Orlando, Florida and is one of the world’s largest annual pet industry trade shows. The Global Pet Expo was the perfect stage to unveil the newly branded TRUE HEMP™ dog chews in the US.

True Leaf’s presence at the Global Pet Expo coincided with the signing of the distribution agreement with Pet Food Experts and generated numerous discussions with other distributors, which so far have led to agreements to retail TRUE HEMP™ products in the Midwest, Texas and San Diego.

The functional chews for dogs have been available in Canada and online since December 2015.

Sold in Canada as TRUE LOVE™, TRUE SPIRIT™ and TRUE CALM™, the products were developed by True Leaf and officially launched on September 20, 2015 at the Pijac Canada show in Toronto, Canada's largest annual pet industry trade show.

Bomford explained that the brand refresh for all three formulations to TRUE HEMP™ emphasizes the importance of hemp as the primary active ingredient. "Hemp is the main functional ingredient for each formula and is a source of omega fatty acids, gamma linolenic acid and other substances known to support the body's response to inflammation," he said.

"What really sets us apart from the crowd is not only our Canadian-sourced hemp, but also the other functional ingredients we use to boost its effectiveness," he said. "We've created three fantastic new formulas that live up to our 'Quality of Life' focus with hemp, plus green lipped mussel from New Zealand, turmeric root extract, chamomile, pomegranate extract and other innovative ingredients to support joint function, calming and overall good health."

About True Leaf Medicine International Ltd.:

True Leaf Medicine International Ltd., through its wholly-owned subsidiary 'True Leaf Pet', 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 United States. The company has also filed an application under Health Canada's Marihuana for Medicinal Purposes Regulations (MMPR) to become a Canadian licensed producer through its 'True Leaf Medicine' subsidiary. It has passed through the preliminary and enhanced screening process of Health Canada's review and is currently awaiting security clearance and 'pre-licensing inspection' approval.

About Pet Food Experts:

Pet Food Experts is a fourth generation family-owned business founded in 1936. Originally named Rumford Aquarium, the company has developed into a leading pet food and pet supplies wholesale distribution company. Pet Food Experts now delivers to more than 3,400 independent retailers in 29 states from four distribution centers.

Media Contact:

Paul Sullivan
BreakThrough Communications
O: 604-685-4742
M: 604-603-7358

Contact:

Kevin Bottomley
Director

True Leaf Medicine International Ltd

M: +1 778 389 9933

kevin@trueleaf.com

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