

TRUE HEMP™ Dog Chews pass 6,000 store milestone for distribution across the US

Momentum builds for popular functional chews as the products are now coming to stores across lower half of the US

Vancouver, BC – April 21, 2016 – True Leaf Pet’s products have passed a major distribution milestone , soon to be available to more than 6300 pet stores across the United States.

True Hemp™ functional chews got an enthusiastic reception at the Global Pet Expo in Orlando in March. Following the Expo, a number of distributors and retail chains moved to bring in the product line.

True Leaf Pet recently announced an agreement with Pawtucket, Rhode Island-based Pet Food Experts – True Hemp™ Dog Chews will be available to 3,500 independent retail stores in 29 states from Maine to Washington State this spring.

Now, more distributors have agreed to offer the line to their customers:

Southeast Pet, a specialty pet distributor covering six southeastern states with warehouses in Austell, Georgia and Lakeland, Florida totalling 170,000 sq. ft., has brought in the product line, including it in their recent customer trade show. The company services more than 1,300 stores in Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee.

“At Southeast Pet, we are firmly committed to bringing new and innovative products to our independent pet specialty retailers and True Hemp has been a great addition to our lineup.” said Ryan Judge, President at Southeast Pet. “This hemp-based functional chew was very well received by our retailers during our April 2016 Open House.

United Pacific Pet (UPP) is a southern California pet products distributor covering retailers, feed stores and veterinary clinics from San Diego to Bridgeport, California and Las Vegas, Nevada since 1918. UPP services over 1,500 stores from a 150,000 square foot facility in Fontana, California and signed up to distribute the True Hemp™ dog chews shortly after the Global Pet Expo.

In addition, a number of retail chains have come forward as new vendors, including Family Farm and Home®; a 50-store chain headquartered in Michigan, Pet’s Barn™ with 20 retail stores located in Texas and Dirty Dogs™, a chain of 5 boutique pet stores located in San Diego. True Leaf’s corporate office continues to field daily emails from retailers who want to carry the True Hemp™ Dog Chews.

“We are extremely pleased with the response to our True Hemp™ line of functional chews during and after the show,” said Darcy Bomford, True Leaf CEO. “We are confident that we will continue to secure more distribution and retail partners as we move into the summer months and get ready for the SuperZoo show in Las Vegas this August.”

The hemp-focused product line is sold as a dietary supplement in a 'soft chew' format and appeals to consumers who are looking to substitute a daily 'treat' with something that supports their dog's health. Industry expert Kristen Levine, president of Fetching Communications, says consumers are looking for quality and transparency in brands they can trust.¹

"At True Leaf, transparency and trust are our core values. The industry is changing as quality-conscious millennials and baby boomers look for these values," says Bomford.

In total, True Leaf has now secured distribution coverage to over 6,300 stores across the US and is looking to roll out more products in time for the SuperZoo show. "We expect to secure distribution to 100% of the US specialty pet market by this fall and be in a great position to grow our brand," confirmed Bomford.

¹ (Packaged Facts, U.S. Pet Market Outlook, 2015-2016)

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.

Southeast Pet is an Atlanta Georgia-based distributor - celebrating 41 years as the leading wholesale pet product distributor in the southeastern US. Southeast Pet serves over 1,300 independent pet specialty retailers located in 7 states, including Georgia, Alabama, Mississippi, Tennessee, North Carolina, South Carolina and Florida, from its two distribution centers located in Austell, Georgia, and Lakeland, Florida. At the close of 2015, the family owned and operated business was converted to an ESOP, making it the first and only 100% employee-owned wholesale pet product distributor in the country.

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