



# Start Spreadin' the News: True Hemp Dog Chews a Hit in Manhattan

*The only hemp-based pet product at the Cannabis World Congress generates a New York-style buzz*

**New York, NY - June 29, 2016** – From capturing the headline in the New York Daily News to selling out when they weren't even for sale, True Leaf International's True Hemp dog chews were the talk of the town – or at least of the 3<sup>rd</sup> annual Cannabis World Congress and Business Expo at New York's Javits Center June 16-17.

When True Leaf CEO Darcy Bomford and Marketing VP Alison Ruks turned up at the True Leaf booth, a crowd had already gathered, and to their surprise, people wanted to buy the functional chews – even though they weren't for sale.

"We had to rush-ship the product in overnight to keep up with the demand," said Alison. "The response overwhelmed all our expectations."

While they were busy filling orders from their impromptu storefront, the True Leaf team made time for interviews with Sports Illustrated and The New York Daily News, which led its story on the expo with "Hemp-infused dog biscuits peddled at New York cannabis expo."

"Dogs are finally getting a real treat", the story began, featuring an interview with Alison on the benefits of the True Hemp treats for dogs.

When they weren't talking about True Hemp with the media or selling the display to Congress attendees, the True Leaf team even picked up a new retailer in Hell's Kitchen.

The New York reception might have been a bigger surprise but True Hemp was just coming off a similar reception when it was unveiled for the first time in Europe, at the recent InterZoo pet supply exhibition May 26-May 29, in Nuremberg, Germany.

The Cannabis World Business Expo is big -- InterZoo is bigger: the world's leading exhibition of supplies for pets. More than 37,000 visitors caught up with the latest in pet care from over 1,700 exhibitors from more than 60 countries. True Leaf's booth at the Canadian pavilion was met with non-stop interest from distributors in countries all over Europe. Bob Hanson of True Leaf's European sales and marketing team said: "I have never seen so much real interest in a new product at InterZoo, it really does look like we have something special!"



**trueleaf™**

FOR QUALITY OF LIFE

Next up for the True Leaf team: the Superzoo show this August in Las Vegas. The company has a booth secured at the popular event and is looking forward to another great response to the popular new True Hemp line.

True Leaf now offers online shopping for True Hemp dog chews in both Canada and the USA at [www.trueleaf.com](http://www.trueleaf.com)

**About True Leaf Medicine International Ltd:**

True Leaf Medicine International Ltd., through its wholly-owned subsidiary 'True leaf Pet', has entered the \$104.9 billion global pet care industry with a line of hemp-focused pet chews and supplements marketed through natural pet health and veterinary channels in Europe, 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 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.

**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](mailto:kevin@trueleaf.com)

**NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.**

**FORWARD LOOKING INFORMATION**

This press release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this press release. Actual results could differ materially from those currently



anticipated due to a number of factors and risks various risk factors discussed in the Company's Management's Discussion and Analysis under the Company's profile on [www.sedar.com](http://www.sedar.com). While the Company may elect to, it does not undertake to update this information at any particular time.