



For Immediate Release

UK Pet Chain Orders True Hemp™ Product for All its 174 Stores

***PetsCorner® order launches True Hemp™ production for the European market;
with revenue on two continents, True Hemp Pet emerges as global brand.***

Luxembourg, August 31, 2016 - True Leaf Pet Europe LLC has achieved a major milestone by securing the first European order for its True Hemp™ pet products. The order comes from PetsCorner®, the second largest pet store chain in the United Kingdom, which will sell the product in all its 174 stores.

This order and subsequent production run of True Hemp Pet™ formulations in Germany, officially marks the start of sales and marketing in the European community for True Leaf Pet Europe LLC, a subsidiary of True Leaf Medicine International Ltd. (CSE: MJ) (FRANKFURT: TLA).

The sale also means that True Hemp is now generating revenue on two continents – North America and Europe. “We’re on our way to becoming a truly global brand,” said Darcy Bomford, True Leaf Pet CEO.

True Leaf showcased its True Hemp product at Interzoo®, the world’s largest bi-annual exhibition of supplies for pets with 40,000 attendees, held May 26-29 in Nuremberg, Germany.

“Our product was the only hemp-focused pet treat at Interzoo®, and it drew a lot of interest,” said Mr. Bomford. “PetsCorner® was one of those companies.”

Subsequent to Interzoo®, True Leaf established True Leaf Pet Europe LLC headquarters in Luxembourg, and moved ahead with production trials in Germany.

“The PetsCorner® order is a great start to our sales in Europe; they are true innovators in the UK market and we look forward to working with them to grow our brand,” said Mr. Bomford. The True Hemp™ line will be featured in all the chain’s stores. PetsCorner® has plans to expand by another 70 stores by the end of 2017.

Production and sales of the True Hemp™ pet product lineup are already underway in Canada and the US. True Leaf has also recently added e-commerce for direct US consumer purchasing on its trueleaf.com site.

About True Leaf Medicine International Ltd.:

True Leaf Medicine International Ltd. is entering 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 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.

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