

True Leaf: True Hemp™ Expands US Distribution to Colorado, New Mexico, and Utah

True Hemp soft pet chews now available in 36 states, with addition of Denver-based distributor Monarch Pet, serving 350 independent pet stores.

Vancouver, October 12, 2016 – True Leaf Medicine International Ltd (MJ:CSE)(TLA:FSE), has signed an agreement with Monarch Pet, a wholesaler based in Denver, Colorado, to distribute True Hemp™ pet treats in Colorado, New Mexico and Utah, bringing to 36 the total number of US states where True Hemp™ is for sale.

Monarch is a family-owned and operated wholesale distributor of natural pet foods, treats and supplies, serving 350 independent pet stores in the western US.

“True Hemp is a unique product that will prove popular with consumers looking for healthy, natural products for their pets,” said Jeff Flora, who owns Monarch with his wife Tracie. “They’re a real fit for Monarch and its independent retailers.”

“The agreement with Monarch continues the amazing growth story of our True Hemp™ products,” said Darcy Bomford, True Leaf CEO. Just last month, True Leaf began selling True Hemp™ pet products in Europe for the first time. True Hemp is now generating revenue on two continents – North America and Europe. “In just 14 months, we’ve gone from pre-production to becoming a global brand,” said Mr. Bomford.

True Leaf also recently announced upcoming new pet product line extensions, **True Hemp™ ‘Sticks’** and **True Hemp™ ‘Oil’**, two new delivery formats with the same powerful True Hemp™ Hip + Joint, Calming and Health formulations. The products are currently in R&D stage, but the company plans to start shipping initial orders early in 2017.

In addition to sales in all 10 Canadian provinces, the US and now the United Kingdom, True Leaf has also recently added e-commerce for direct US consumer purchasing for True Hemp™ products 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.

Media Contact:

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

Investor Contact:

Kevin Bottomley
Director
M: 778-389-9933
E: 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. While the Company may elect to, it does not undertake to update this information at any particular time.