



# California Medical Cannabis Company Signs Deal with True Leaf Pet

*Synchronicity Holistic signs private label deal that will put  
products in California grocery stores*

**Vancouver, March 28, 2017** – True Leaf Pet, a wholly-owned subsidiary of True Leaf Medicine International Ltd. (CSE: MJ, FSE: TLA), has signed an exclusive three-year agreement with Synchronicity Holistic of Pebble Beach, CA. that will bring its innovative functional pet chews to grocery stores throughout California.

True Leaf CEO Darcy Bomford praised Synchronicity Holistic as a company that shares many of True Leaf's values in the production and distribution of its products.

"Both True Leaf and Synchronicity Holistic believe in bringing top quality, lab-tested products to their customers. Founder Valentia Piccinini believes in the healing power of effective, natural remedies such as cannabis," he said. "We also believe in the importance of science-backed natural products for the health and well-being of people and their pets."

"True Leaf Pet is exactly the kind of company we're looking to help our expansion into products for pets," said Synchronicity Holistic's founder, Valentia Piccinini. "They bring a deep understanding of the health-promoting properties of natural plant remedies such as hemp. People are looking for trustworthy products for their pets and we're confident that we've found the right source."

The pet products will initially be sold under three SKUs, but more products for both dogs and cats are already on the drawing board. The first production run is underway with an expected rollout to the California market in April. The product will be manufactured by True Leaf's US manufacturing partner and delivered to Synchronicity Holistic from True Leaf's central US distribution center.

## **About True Leaf**

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 United States. The company has also filed an application under Health Canada's Access to Cannabis for Medical Purposes Regulations (ACMPR) 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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