

True Leaf Pet Expands Selling Power In-Store and Online

Hemp-based supplements now available on Amazon.com, WholesalePet.com, and in 415 Pet Supplies Plus stores across the U.S.

Vancouver, British Columbia--(Newsfile Corp. - September 6, 2017) - True Leaf Pet, a division of True Leaf Medicine International Ltd. (CSE: MJ) (FSE: TLA) (OTCQB: TRLFF), has - in the span of a week - significantly expanded the distribution of its popular True Hemp™ supplement line both online and in bricks and mortar stores.

Over the last seven days, True Leaf Pet has begun selling its hemp-based canine supplements direct to consumers on Amazon.com, to retailers on WholesalePet.com, and in 415 specialty stores of Pet Supplies Plus.

The three agreements immediately improve True Leaf Pet's ability to increase sales of its already successful product line.

The deal with Pet Supplies Plus will see True Leaf Pet products sold in the company's corporate and strong-performing franchise stores in 29 U.S. states. According to Pet Supplies Plus, a franchise store averages annual sales of US \$2,358,431. This agreement brings the total number of stores now offering True Leaf Pet products to 1,500 worldwide.

True Leaf Pet's online expansion is equally significant. Amazon has become a dominant force in the pet product sector. In 2016, sales of pet products on Amazon were US \$2 billion dollars, an increase of 40 per cent over 2015. Not incidentally, U.S. online pet product sales have increased 45 per cent over the last two years.

WholesalePet.com, established in 2001, is a free online buying service connecting pet retailers with top brands such as True Leaf Pet.

The agreements with Pet Supplies Plus and Amazon are the latest benefits of True Leaf Pet's partnership established earlier this year with Chuck Latham Associates Inc. (CLA). CLA is the leading firm in the pet specialty market providing coverage across all major sales channels, including independent pet stores, farm stores, national pet retailers, and internet retailers.

When the partnership agreement was signed in March, True Leaf CEO Darcy Bomford called CLA the "gold-standard rep-firm in the pet industry", and CLA Executive Bob Haege said True Leaf Pet was a great fit for CLA. "We see True Hemp™ as a growth engine for stores looking for a legal and effective product line for hemp-friendly consumers, especially the valuable millennial demographic," he said.

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 Canada, the United States, New Zealand, and Europe. 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 approval to build its installation in British Columbia, Canada.

www.trueleaf.com

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Media Contact:

Paul Sullivan
BreakThrough Communications
p.sullivan@breakthroughpr.com
O: 604-685-4742
M: 604-603-7358

Investor Contact:

Kevin Bottomley
Director and Corporate Relations
Kevin@trueleaf.com
M: 778-389-9933