



SPROUTLY ANNOUNCES PREMIUM RECREATIONAL CANNABIS FLOWER BRAND: CALIBER

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VANCOUVER, BC, March 18, 2019 – Sproutly Canada, Inc. (CSE: SPR) (OTCQB: SRUTF) (FSE: 38G) (“**Sproutly**” or the “**Company**”) is pleased to announce Sproutly’s premium cannabis brand for the recreational market: CALIBER, designed for the cannabis connoisseur and delivered via Sproutly’s craft cannabis flower production. The Company’s anticipated beverage, edible and derivative products are expected to be marketed under a complimentary portfolio of brands.

“Sproutly’s CALIBER brand is being curated with the cannabis connoisseur in mind, a segment we believe to be the largest and most attractive consumer base for high-quality craft cannabis flower. CALIBER is targeted to adults who are looking for a brand distinguished by its consistently premium quality flower and smokable products. As consumers begin to navigate the newly-legalized recreational cannabis market, it is our belief that there is an opportunity within the consumer space for a premium brand backed by consistent and superior product quality.” commented Melise Panetta – Vice President of Marketing and Sales.

CALIBER will be the brand under which Sproutly will market its high-quality, small-batch flower and smokable products produced in its Toronto Herbal Remedies (“THR”) production facility. THR is an indoor 16,600 sq. ft. production facility located centrally in the Greater Toronto Area (“GTA”). THR utilizes state-of-the-art production and climate-control technology and methods designed to pharma-grade standards which enables it to produce ‘top-shelf’ premium cannabis flower.

Following the receipt of a sales license from Health Canada and ahead of distributing its flower products, Sproutly will roll out a CALIBER brand campaign in compliance with Health Canada’s guidelines that will provide consumers with important product education and information, brand highlights, and the vision behind the brand.

About Sproutly Canada, Inc.

Sproutly’s core mission is to become the leading supplier to the cannabis beverage and edibles market. Our Toronto based, licensed under the Cannabis Act facility was built to cultivate pharmaceutical grade cannabis to supply a technological breakthrough in producing and formulating the first natural, truly water-soluble cannabis solution. Our water-soluble ingredients and our bio-natural oils will deliver revolutionary brands to international markets that are clamouring for well-defined commercial products. Sproutly’s business focus is to execute on partnerships with local and globally established consumer brands to leverage their existing customer bases, further expand brand loyalty, assist with marketing, and support distribution networks to deliver this scientific breakthrough with speed and efficiency worldwide.

For more information on Sproutly, please visit: www.sproutly.ca.

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Forward-Looking Statements

Cautionary Note Regarding Forward-Looking Statements: This release includes certain statements and information that may constitute forward-looking information within the meaning of applicable Canadian securities laws or forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements relate to future events or future performance and reflect the expectations or beliefs regarding future events of management of Sproutly Canada. Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as “intends” or “anticipates”, or variations of such words and phrases or statements that certain actions, events or results “may”, “could”, “should”, “would” or “occur”. This information and these statements, referred to herein as “forward-looking statements”, are not historical facts, are made as of the date of this news release and include without limitation, statements regarding discussions of future plans, estimates and forecasts and statements as to management's expectations and intentions with respect to, among other things, the expected launch of the Company's first line of beverage products. These forward-looking statements involve numerous risks and uncertainties and actual results might differ materially from results suggested in any forward-looking statements. These assumptions, risks and uncertainties include, among other things, the Company successfully completing the development and production of its first line of beverage and cannabis products and obtaining all applicable regulatory approvals from global jurisdictions including Health Canada. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended, such as the Company's inability to successfully develop and produce its first line of beverage products or the Company's inability to obtain any necessary regulatory approvals. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. Readers are cautioned that reliance on such information may not be appropriate for other purposes. The Company does not undertake to update any forward-looking statement, forward-looking information or financial outlook that are incorporated by reference herein, except in accordance with applicable securities laws. We seek safe harbor.