



SPROUTLY SET TO BUILD STRONG BRANDS BY BRINGING ON AWARD-WINNING AGENCY OGIILVY

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VANCOUVER, BC, April 8th, 2019 – Sproutly Canada, Inc. (CSE: SPR) (OTCQB: SRUTF) (FSE: 38G) (“Sproutly” or the “Company”) is pleased to announce that it has hired Ogilvy Canada (“Ogilvy”) as its integrated brand development agency. Ogilvy is a global award-winning creative agency that does brand work for Fortune Global 500 companies as well as local businesses across 131 offices in 83 countries. Ogilvy’s Toronto office will deliver world-class creative and impactful communications strategies to promote the launch of Sproutly’s brands into the Canadian cannabis market.

As the Company approaches the legalization of edibles and beverages slated for October of this year, Sproutly is developing its brand and partnership strategy tied to its exclusive license of Aqueous Phytorecovery Process (APP) technology that it obtained through the acquisition of Infusion Biosciences Canada Inc. APP technology is the only patent-pending process which is able to produce naturally water-soluble cannabinoids that deliver the full experience of cannabis with on-set effects starting within approximately 5 minutes and dissipating within approximately 90 minutes, offering consumers a predictable and consistent cannabis experience.

"With award-winning creativity and a deep understanding of our consumers, Ogilvy will be a valuable partner in helping Sproutly to launch into the beverage and edibles market with a brand and strategy that uniquely delivers the rapid onset benefits of our APP proprietary technology" said Melise Panetta, Vice President, Marketing and Sales, for Sproutly.

“Sproutly is an incredibly innovative company with a unique value proposition. We are excited to partner with Sproutly in building a brand that will offer newcomers to the beverage and edibles market a best in class cannabis experience. We understand that in the rapidly growing cannabis category, the role of branding will be paramount in winning over new consumers” said Brian Murray, Chief Creative Officer, Ogilvy Toronto.

About Ogilvy

Ogilvy has been producing iconic, culture-changing marketing campaigns since the day its founder David Ogilvy opened up a shop in 1948. Today, Ogilvy is an award-winning integrated creative network that makes brands matter for Fortune Global 500 companies as well as local businesses across 131 offices in 83 countries. The company creates experiences, design and communications that shape every aspect of a brand's needs through six core capabilities: Brand Strategy, Advertising, Customer Engagement and Commerce, PR and Influence, Digital Transformation, and Partnerships. Ogilvy is a WPP company (NYSE: WPP). For more information, visit <http://www.ogilvy.com/>, or follow Ogilvy on Twitter at @Ogilvy and on Facebook.com/Ogilvy. For more information on Ogilvy Canada, visit www.ogilvy-canada.com.

About Sproutly Canada, Inc.

Sproutly's core mission is to become the leading supplier to the cannabis beverage and edibles market. Our Toronto based facility, licensed under the Cannabis Act, 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.

Email: investors@sproutly.ca

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 out-look that are incorporated by reference herein, except in accordance with applicable securities laws. We seek safe harbor.