



## **Sproutly Receives Flower Sales License from Health Canada and Launches Premium Cannabis Brand ‘CALIBER’**

***NOT FOR DISSEMINATION IN THE US OR THROUGH US NEWSWIRE SERVICES***

**VANCOUVER, BC, October 17, 2019** – Sproutly Canada, Inc. (CSE: SPR) (OTCQB: SRUTF) (FSE: 38G) (“**Sproutly**” or the “**Company**”) is pleased to announce that the Company’s wholly-owned subsidiary Toronto Herbal Remedies Inc. (“**THR**”), a licenced producer and processor under the Cannabis Act, has received its flower sales licence from Health Canada effective October 16, 2019 (the “**Flower Sales License**”). The Flower Sales License will allow THR to sell dried cannabis flower products provincially and territorially in Canada through authorised distributors and retailers. The sales will commence through the launch of Sproutly’s premium cannabis brand CALIBER (“**CALIBER**”).

“We are thrilled to receive our Flower Sales License from Health Canada. This is a huge milestone in our company’s history, as it allows us to bring to market our dried flower products into the hands of recreational consumers throughout the country,” said Keith Dolo, CEO & Director. “With our Flower Sales License, we are finally able to commercialize our CALIBER brand of premium cannabis products beginning with dried flower and are excited to share the vision and products that the team at THR worked very hard throughout the year to bring together.”



The Company has curated the CALIBER brand with the cannabis connoisseur in mind. With a high-quality manufacturing process, award-winning genetics and distinct premium packaging, the CALIBER brand will deliver a superior cannabis experience for Canadian consumers. Sproutly will commence the roll out the CALIBER brand and brand campaign in compliance with Health Canada's promotional guidelines that will provide consumers and retailers 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. The Company's 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](http://www.sproutly.ca).

Contact: Keith Dolo, Chief Executive Officer of Sproutly Canada, Inc.

Email: [investors@sproutly.ca](mailto: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. 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, timing relating to the formation of the Joint Venture, the qualities of the Infused Beverages and the Company realizing anticipated benefits and synergies from the Joint Venture. 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's inability to successfully develop and produce the Infused Beverages, the Company's inability to obtain any necessary regulatory approvals, failure to complete or realize anticipated benefits and synergies from the Joint Venture; potential negative consumer, investor or public perception of a party's respective current brand or company; changes in consumer preferences and product trends; and political, legal and regulatory uncertainty relating to cannabis products generally. In making the forward looking statements in this news release, the Company has applied several material assumptions, including without limitation, that the Company will be successful in completing the development and production of the Infused Beverages, the Company will obtain all applicable regulatory approvals from global jurisdictions including Health Canada and the Company will be able to successfully satisfy all of the conditions in the Joint Venture Agreement. 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. 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.