

Better Plant Sciences Announces JUSU Juices Now Available for Home Delivery in Victoria

Vancouver, British Columbia--(Newsfile Corp. - September 22, 2020) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) ("Better Plant")** or (the "Company") is pleased to announce that JUSU Bar juices are now available for online order in Victoria through www.jusubaryyj.com for home delivery.



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JUSU Bar currently has one retail juice bar location open in Victoria, British Columbia, and is now delivering cold-pressed JUSU juices directly to customers through its eCommerce store. Better Plant plans to continue expansion of the juice delivery program across Canada and the U.S. over the next year.

"JUSU was launched in Victoria, with this store, in November of 2014, and since then, the company has grown a loyal local community while expanding the brand beyond British Columbia," said Penny White, CEO of Better Plant Sciences. "Today's busy lifestyles mean that people are eating fewer fruits and vegetables, so juicing has become an easy way to increase nutritional uptake, boost the immune system, improve digestion, clear up skin issues and encourage better eating habits. Our gut is the foundation of our health."

JUSU juices are available for purchase in brick-and-mortar locations including JUSU Bar at Cadboro Bay, Whole Foods, Red Barn Markets, Root Cellar and Lifestyles Markets. In both Calgary and Victoria, JUSU juices can be ordered online for home delivery.

"Organic cold-pressed juice is the perfect fuel to help everyone look after their immune systems, and it has never been more important to do so," said JUSU Founder, Bruce Mullen. "We have no-contact delivery and pickup available to keep our customers safe."

The following six cold-pressed JUSU juices are available as singles or as part of 1, 3 and 5-day cleanses:

- Green Machine
- Hawkeye
- Emerald City
- Blue Lagoon
- Dirty Lemonade
- Classic

A report by Technavio projected that the global cold-pressed juice market is poised to grow by USD [\\$275.5 million](#) during 2019-2023, progressing at a CAGR of almost 8% during the forecast period.

On August 19, 2020, Better Plant announced that it had entered into an agreement to acquire JUSU branded plant-based assets from JUSU Bar Inc., JUSU Life Inc. and JUSU Cbd Inc. The acquisition is expected to close within the next 30 days.

About JUSU

JUSU is a full spectrum wellness brand with a mission to enlighten consumers to the protective and effective properties of plant based products. Its group of companies is committed to making pure, organic, plant-based products for consumption, body and personal care. This includes one JUSU Bar location and brick-and-mortar juice bar franchise opportunities as well as an extensive direct-to-consumer product offering including cold-pressed juices, skin care and body products, aromatherapy and home cleaning lines. JUSU is fully dedicated to offering consumers healthier alternatives to currently available chemical-based skin care, edible, and beverage products. All JUSU Group companies provide customers only the highest-quality all-natural products made from 100% natural, non-GMO ingredients and operate under the moto: *Great products for great people.*

About Better Plant Sciences Inc.

Better Plant develops and acquires intellectual property and other assets related to plant-based products and therapeutics. Through its integrated business model, Better Plant develops, manufactures, markets, sells and distributes plant-based products. It has 14 patent applications to protect its Intellectual Property, and over 200 proprietary wellness formulas at various stages of commercialization, including over 20 proprietary products that are now for sale via eCommerce or brick-and-mortar retail stores. It operates websites and oversees eCommerce and Amazon sales for over 200 JUSU plant based products for body, baby and home and has announced it will acquire all JUSU Bar Inc. assets. Its majority-owned subsidiary NeonMind Biosciences Inc. is launching a line of coffees infused with health optimizing medicinal mushrooms including reishi, cordyceps, lion's mane and turkey tail mushrooms. NeonMind is also engaged in research into developing a psilocybin (psychedelic mushroom) based product for weight loss and has applied for a Section 56 Exemption to begin preclinical trials to study its pending psychedelic medicine patents.

For more information about Better Plant, visit www.betterplantsciences.com or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram.

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The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.

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This press release includes forward-looking information and statements (collectively, "forward looking statements") under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies due to the spread of the Coronavirus, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and other approvals will be required before commercial exploitation of the intellectual property can happen. Demand for the company's products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Better cautions readers not to place undue reliance on forward-looking statements provided by Better, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Better expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.



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