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**EuroLife Brands Announces Effective Date of Name Change to Plant & Co. Brands Inc. and Increase in Private Placement**

**Toronto, Ontario – December 3, 2020 – EuroLife Brands Inc. (CSE: EURO) (FSE: 3CMB) (OTCPK: EURPF) (“EuroLife” or the “Company”),** a vertically integrated enterprise focused on the health and wellness sector, is pleased to announce that it will commence trading under its new company name “Plant & Co. Brands Ltd.” and ticker symbol “VEGN” effective at the opening of trading on Friday, December 4, 2020.

The Company’s new CUSIP for its common shares is 72724R104 and ISIN is CA72724R1047.

**EuroLife** also announces that, further to its news release of December 2, 2020 and due to high demand, it has increased its non-brokered private placement (the “**Private Placement**”) to 18,500,000 units (the “**Units**”) at a price of \$0.20 per Unit to raise up to \$3,700,000 in gross proceeds.

Each Unit will consist of one common share (a “**Share**”) and one transferable common share purchase warrant (a “**Warrant**”) with each Warrant exercisable into Shares of the Company at a price of \$0.25 per Share for two (2) years from the date of closing of the Private Placement.

The Company intends to use the net proceeds from the Private Placement for merger and acquisition activities and opportunities and general working capital. All securities issued will be subject to a four-month hold period pursuant to securities laws in Canada. Finders’ fees may be payable to qualified parties.

**About EuroLife Brands Inc.**

EuroLife Brands (CSE: EURO) (FSE: 3CMB) (OTCPK: EURPF) is a vertically integrated enterprise focused on the health and wellness sector.

For additional information, please contact: [ir@eurolifebrands.com](mailto:ir@eurolifebrands.com) or visit [EuroLifeBrands.com](http://EuroLifeBrands.com)

*Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this press release, which has been prepared by management.*

***Cautionary Note Regarding Forward-Looking Statements***

*The securities referred to in this news release have not been, nor will they be, registered under the United States Securities Act of 1933, as amended, and may not be offered or sold within the United States or to, or for the account or benefit of, U.S. persons absent U.S. registration or an applicable exemption from the U.S. registration requirements.*

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