

BevCanna Appoints Experienced Cross-Industry Executive as President

Company appoints Bruce Dawson Scully to President, and Melise Panetta transitions to head of sales

VANCOUVER, British Columbia – June 21, 2023 - BevCanna Enterprises Inc. (CSE:BEV, Q:BVNNF, FSE:7BC) (“BevCanna” or the “Company”), an innovative lifestyle and wellness consumer packaged goods company, is pleased to announce the appointment of experienced cross-industry executive Bruce Dawson-Scully as the new President of the Company, effective immediately. Mr. Dawson-Scully is a highly successful entrepreneur and proven leader, with years of cross-industry executive experience.

Bruce was the founder of WeedMD, now known as Entourage Health Corp., where he played a pivotal role in the continued financial growth of the company. In addition to his work with WeedMD, Bruce is also the founder of Embark Health Inc.

Prior to his work in the cannabis industry, Bruce spent 22 years in senior leadership roles in both start-up and established Retirement and Long-Term Care communities, including Regency Care, Leisureworld Senior Care & Sterling Senior Living. His leadership and strategic vision were instrumental in the successful exit of these businesses for upwards of \$250M.

"We are thrilled to have Bruce join our team as President," said Marcello Leone, CEO of BevCanna. "His extensive experience and proven leadership in cross-industry executive roles, makes him the ideal person to drive the continued growth and success of our company."

Melise Panetta, who previously served as President of BevCanna, will transition to lead Sales and Marketing initiatives for the Company. In her new role, Ms. Panetta will continue to focus on revenue generation, developing and executing consumer product strategies, managing relationships with key stakeholders, and supporting sales operations.

"We are grateful for the contributions that Melise has made during her time as President of the Company," said Leone. "Her strategic vision and leadership have helped to position our Company for long-term success. We are pleased that she will continue to be a part of our team and look forward to her continued contributions in her new role."

About BevCanna Enterprises Inc.

BevCanna Enterprises Inc. (CSE:BEV, Q:BVNNF, FSE:7BC) is an innovative lifestyle & wellness consumer packaged goods company. BevCanna develops, manufactures and distributes lifestyle and wellness consumer packaged goods for in-house brands and white-label clients via a multichannel sales network.

Based in British Columbia, Canada, BevCanna owns a pristine alkaline spring water aquifer and a high capacity 40,000–square–foot, Health Canada and HACCP certified flexible manufacturing facility in Osoyoos, British Columbia. The Company's extensive distribution network includes traditional and regulated retail distribution, and online through its market-leading brands.

On behalf of the Board of Directors:

John Campbell, Chief Financial Officer and Chief Strategy Officer
Director, BevCanna Enterprises Inc.

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