



Vice Health and Wellness

VICE - CSE

VICE HEALTH AND WELLNESS APPOINTS INDUSTRY VETERAN AS NEW CEO AND DIRECTOR, REPLACING INTERIM CEO

VANCOUVER, BC, September 22, 2023 – Vice Health and Wellness Inc. ("VICE" or the "Company") (CSE: VICE - FSE: Z24 – OTC: VICFF) is pleased to announce the appointment of Mark Tommasi as President and CEO, and as a member of its Board of Directors. This appointment follows a comprehensive executive search which was aimed at identifying a dynamic leader to guide VICE into its next phases of growth.

Mr. Tommasi brings to the role over 3 decades of experience in varied sectors, having functioned as a senior officer, director, financier, and consultant. His background includes corporate development, equity, private equity, venture capital financing, IPOs, and private placements. Mark has collaborated with multiple public and private entities spanning industries such as agriculture, technology, and resource exploration in the United States and Canada. His proficiency in marketing, investor relations, and corporate governance activities, adds depth to his diverse skill set, replacing Mr. Lis who served as interim CEO.

The board extends its gratitude to Maciej Lis, who, during his tenure as Interim CEO, played a vital role in the Company's transition. "We sincerely appreciate Maciej's dedication and the contributions he made during his tenure, and we wish him the best in his future endeavours", stated Michael Hopkinson, director of the board.

"We are thrilled to welcome Mark to our leadership team and are confident that his extensive experience and innovative approach will steer the Company on a path towards successfully achieving its growth objectives," Mr. Hopkinson remarked further.

About Vice Health and Wellness Inc.

Vice Health and Wellness Inc. is a dynamic publicly traded company dedicated to fostering healthier lifestyle choices by offering a diverse range of products that empower consumers to enhance their mental and physical well-being. As an ever-growing community of like-minded individuals and organizations, we believe in the power of collective small steps leading to remarkable transformations. Our product line features low-sugar, plant-based gummy products, and we are actively spearheading innovations in alignment with emerging trends in the health and wellness sector. By prioritizing weight loss and harnessing the potential of AI-powered health and

wellness applications, which leverage state-of-the-art artificial intelligence algorithms, we aim to provide individuals with unparalleled advice, personalized recommendations, unwavering support, and transformative solutions on their journey to ultimate well-being. Our exceptional applications intend to offer a multitude of treatment benefits, empowering users to embark on a transformative path toward optimal health.

Michael Hopkinson, Director

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