

Element Appoints Two Additional Board Members

BURLINGTON, Ontario--(BUSINESS WIRE)--August 25, 2021--Element Nutritional Sciences Inc. (CSE:ELMT) (the “Company” or “Element”) is pleased to announce that Tracie Crook and Greg Cochrane have been appointed to the Company’s Board of Directors.

Recognized as a results-driven change strategist, Tracie Crook was the Chief Operating Officer at McCarthy Tétrault LLP, one of Canada’s leading national law firms. As COO at McCarthy’s, and as President of MT Services LP, Tracie helped transform the 160-year-old institution to create a world-class delivery team for the future.

Prior to McCarthy’s, Tracie honed her reputation as a leader of change as President and CEO of ResMor Trust Company, as Director of Business Management for the TSX Group, and during a progression of senior roles at Sprint Canada.

A Certified Director, Tracie currently sits on the Advisory Board of Alexa Translations, AECO Innovation Labs, Embassy Flavours, The Prosperity Project, and is a former Board member of YAPPN, the Ontario Public Service Employees’ Union, the Housing Services Inc., and the GMAC Residential Funding of Canada Limited.

Tracie is a sought-after expert, speaker and columnist on leadership strategies for organizational transformation and on women’s career advancement.

Mr. Cochrane is a Managing Partner of VRG Capital, a private equity family office. Mr. Cochrane joined VRG Capital in 2011 and has been a lead investor and/or director in a number of public and private Companies.

Mr. Cochrane’s extensive career began in Packaged Goods brand Management with General Electric and SC Johnson. In 1981 he bought into Mariposa Communications and by 1997 he and his business partner had built the largest corporate event business in Canada, which they sold to Mosaic Group.

Greg currently serves on the advisory boards of Kensington Capital and the Stephen J.R. Smith School of Business at Queen’s University. He is a founding donor of the Centre for Business Venturing at Queen’s University and was the first co-chair of “Capitalize 4 Kids,” Canada’s premier investment conference. He has served on boards for groups and associations such as Junior Achievement, The Down Syndrome Association of Toronto, The Canadian Business Hall of Fame, St. Josephs Health Centre, and several others. In 1992, Greg received Canada’s 125th Commemorative Anniversary medal for volunteerism in the community.

Greg has a MBA from the Smith School of Business at Queen’s University, Kingston, Ontario, and a BBA from Bishops University in Lennoxville, Quebec.

"We are thrilled to add Tracie and Greg to our Board of Directors," commented President and Chief Executive Officer of Element, Stuart Lowther. "Tracie and Greg's experience and expertise in coordinating scalable operations and innovating executive management will be key assets to Element as our business accelerates."

The Company also announces the grant of 1,500,000 incentive stock options (the "Options"), with an exercise price of \$0.70 per Option, to certain directors under its existing stock option plan. The Options are exercisable for a period of five years, and vest as to 50% in one year, and 50% in two years.

About Element

Element is an innovative and research driven Canadian nutraceutical company specializing in the development of science-based products for the global consumer packaged goods market, with a portfolio focused specifically on men and women over the age of 50. Element's lead product, Rejuvenate™, is a proprietary formulation that is clinically proven to assist in the rebuilding, restoration and rejuvenation of natural loss of muscle mass due to aging or other medical conditions. Element also offers JAKTRX™, an elite brand of performance supplements. Element was founded in 2015 and is located in Burlington, Ontario.

To learn more about Element, visit elmtinc.com.

More information about *Rejuvenate*™ can be found at: www.rejuvenatemuscle.com

Forward Looking Statements

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements.

These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors, among other things, include: fluctuations in general macroeconomic conditions; expectations regarding the size of the United States and Canadian health, nutraceutical and wellness markets and changing consumer habits; the viability of the Company's products; availability of distribution channels for the Company's product offerings; the ability of the Company to successfully achieve its business objectives; plans for expansion; successful development of the Company's proposed products; the presence of laws and regulations that may impose restrictions or recalls on the sale of the Company's products in the United States and Canada; customer and distributor relations; fluctuations in securities markets; and the inability of the Company to obtain adequate insurance to cover risks and hazards. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue reliance on the forward-looking statements and information contained in this news release. The Company assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

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