



Element Clarifies Marketing Engagement

BURLINGTON, Ontario – August 1, 2023 – Element Nutritional Sciences Inc. (CSE:ELMT; OTC:ELNSF; FRANKFURT:93X) (the “Company” or “Element”) wishes to provide additional disclosure regarding its engagement of Gold Standard Media, LLC (“Gold Standard”) as previously announced in the Company’s press release dated June 12, 2023.

Element has engaged Gold Standard Media, LLC (“Gold Standard”) to provide certain marketing services to the Company for an initial term of four months, starting June 1, 2023. Services provided by Gold Standard and its affiliates include on-line marketing and advertising through Google Ads, social media and emails, and are expected to include investor relations activities under the policies of the Canadian Securities Exchange and applicable securities laws. The Company will pay Gold Standard an aggregate of US\$265,000 for the initial term of the engagement. The engagement can be terminated by either party at any time. None of the Company or its officers are involved, directly, with the creation of the materials distributed by Gold Standard or its affiliates. The Company will provide Gold Standard with publicly-available source information for its disclosure, and the Company will be involved in reviewing materials for accuracy prior to their dissemination.

Gold Standard Media, LLC (address: 1102 S. Austin Ave, #110-283, Georgetown, Texas, USA; telephone: 626 733-3678; email: kennethameduri@gmail.com) is owned and operated by Kenneth Ameduri and is arm’s length to the Company. To the Company’s knowledge, Gold Standard and its affiliates own, control or direct an aggregate of 887,000 common shares of the Company and a convertible debenture purchased from the Company in the principal amount of \$150,000.

About Element

Element is an innovative and research driven Canadian nutraceutical company specializing in the development of patented and science-based products for the global consumer packaged goods market, with a portfolio focused specifically on muscle health. Element’s lead product, Rejuvenate™, is a patented proprietary formulation that is clinically proven to assist in the building, rebuilding, restoration and rejuvenation of muscle. Element also offers PROMINO™, an elite performance supplement for both professional and amateur athletes to accelerate muscle recovery, build strength and accelerate recovery from injury. 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 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 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. In this news release, forward-looking statements relate to, among other things, the engagement of Gold Standard, including the anticipated



marketing and promotional activities conducted under the engagement. 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. 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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