



Xebra Readies for Launch of its Unique and Pioneering Cannabis Infused Lemonade in Canada

VANCOUVER, BC, March 2, 2022 /CNW/ - **Xebra Brands Ltd. ("Xebra")** (CSE: XBRA) (OTCQB: XBRAF) (FSE: 9YC), a cannabis company, is pleased to report on its progress towards having its first cannabis beverage product, Vicious Citrus Lemonade available for sale in Canada. The Xebra team has been actively targeting the three major provinces of Alberta, British Columbia and Ontario with its differentiated product offering.

Vicious Citrus Lemonade, combines 10mg of THC with 2mg of CBN (Cannabinol) per serving for an entourage experience that cannot be found in most cannabis products in Canada. To Xebra's knowledge, Vicious Citrus is one of only very few beverages in Canada containing CBN. CBN is a unique cannabinoid that is booming in interest across North America. Studies have shown that THC works synergistically with other cannabinoids to enhance the overall effect when consumed together. CBN is a cannabinoid that both consumers and researchers have growing excitement about for its adult use effects and potential medicinal benefits.

In addition, Vicious Citrus Lemonade is believed to be the one and only cannabis product in Canada that utilizes emulsion IP that has undergone human testing. The human testing was carried-out with the approval of Health Canada.

"The response from the provinces and dispensaries has been very positive. We have selected our co-packer and look forward to starting production in the spring with the target of being on shelves for summer 2022", said Rodrigo Gallardo, President of Xebra.

Xebra has engaged Route 1, a cannabis sales & marketing agency to introduce Vicious Citrus Lemonade to Canadian dispensaries. **Chris Hart, Founder and CEO of Route 1**, stated, *"Route 1 is excited to represent Xebra and is looking forward to focusing on marketing and promoting their pioneering product containing CBN. Xebra has created a product that not only tastes great, but is differentiated in various ways that I feel will resonate well with the end customer."*

ON BEHALF OF THE BOARD:

Rodrigo Gallardo
President

Certain information contained in this press release constitutes forward-looking statements under applicable securities laws. Any statements that are not statements of historical fact may be deemed to be forward-looking statements, these include, without limitation, statements regarding Xebra Brands Ltd.'s expectations in respect of its ability to successfully execute its business plan or business model; its ability to provide economic, environmental, social, or any benefits of any type, in the communities it operates in or may operate in in the future; its ability to be a first mover in a country, or to obtain or retain government licenses, permits or authorizations in general, or specifically in Mexico, Colombia, Canada, the Netherlands, or elsewhere; its ability to successfully apply for and obtain trademarks and other intellectual property in any jurisdiction; its ability to be cost competitive; its ability to cultivate, grow, or process hemp or cannabis in Mexico, Colombia, Canada, the Netherlands, or elsewhere and related plans; financial, operational, or any other term relating to the Company's participation in the Dutch medicinal cannabis cultivation; its ability to manufacture cannabis beverages, wellness products, or other products; its ability to commercialize or sell cannabis beverages, wellness products, or other products, in Mexico, Colombia, Canada, the Netherlands, or elsewhere; its ability to launch, commercialize or to sell Vicious Citrus Lemonade in 2022 or at any time, in any jurisdiction, and its related plans and claims; its ability to commercialize or to sell Elements wellness products in any jurisdiction at any time; its ability to create wellness products that have a therapeutic effect or benefit; plans for future growth and the direction of the business; financial projections including expected revenues, gross profits, and EBITDA (which is a non-GAAP financial measure); plans to increase product volumes, the capacity of existing facilities, supplies from third party growers and contractors; expected growth of the cannabis industry generally; management's expectations, beliefs and assumptions; events or developments that XEBRA expects to take place in the future; general economic conditions; and other risk factors described in the prospectus of the Company dated September 30, 2021. All statements, other than statements of historical facts, are forward-looking information and statements. The words "aim", "believe", "expect", "anticipate", "contemplate", "target", "intends", "continue", "plans", "budget", "estimate", "may", "will", and similar expressions identify forward-looking information and statements. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by XEBRA as of the dates of such statements, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Known and unknown factors could cause actual results to differ materially from those projected in the forward-looking statements. Such factors include, but are not limited to, the inability of XEBRA to generate sufficient revenues or to raise sufficient funds to carry out its business plan; changes in government legislation, taxation, controls, regulations and political or economic developments in various countries; risks associated with agriculture and cultivation activities generally, including inclement weather, access to supply of seeds, poor crop yields, and spoilage; compliance with import and export laws of various countries; significant fluctuations in cannabis prices and transportation costs; the risk of obtaining necessary licenses and permits; inability to identify, negotiate and complete a potential acquisition for any reason; the ability to retain key employees; dependence on third parties for services and supplies; non-performance by contractual counter-parties; general economic conditions; and the continued growth in global demand for cannabis products and the continued increase in jurisdictions legalizing cannabis; the impact of DTC eligibility, or lack of, on the liquidity of the shares of XEBRA and the timely receipt of regulatory approval for license applications. The foregoing list is not exhaustive and XEBRA undertakes no obligation to update or revise any of the foregoing except as required by law. Many of these uncertainties and contingencies could affect XEBRA's actual performance and cause its actual performance to differ materially from what has been expressed or implied in any forward-looking statements made by, or on behalf of, XEBRA. Readers are cautioned that forward-looking statements are not guarantees of future performance and readers should not place undue reliance on such forward-looking statements. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those set out in such statements.

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