

VANCOUVER, BC / Aug 16, 2023 / [Adaptogenics Health Corp.](https://www.adaptogenicshealth.com) (CSE:ADPT) ("Adaptogenics" or the "Company"), a Canadian-based nutraceutical company focused on the formulation and distribution of functional mushroom products and nutritional supplement alternatives, is pleased to announce the official launch of its new online store: www.adaptogenicshealth.com.

The Company's recently launched e-commerce store is pleased to be offering three functional mushroom products, namely Lion's Mane, Cordyceps, and Chaga. Each product has a distinct Natural Product Number ("NPN") license issued by Health Canada.

Daryl Ware-Lane, Chief Executive Officer of the Company, stated "We are excited and honoured to be able to introduce our new mushroom products into the nutraceutical market".

The Company is continuing development on other product lines and will be providing updates on these new initiatives at a later date.

Ware-Lane added, "As we continue to research new products and formulas, we are committed to developing premium medicinal alternatives for the functional and preventative health market."

Stock Option Grants

Additionally, the Company is also announcing the granting of 550,000 incentive stock options to certain directors, officers, and consultants of the Company at an exercise price of \$0.10 (the "Options") in accordance with the Company's 10% rolling incentive stock option plan. The Options will expire three years from the date of the grant and will vest quarterly over the next 12 months. The options and the common shares underlying the options will be subject to a hold period of 4 months and one day in accordance with CSE policies.

CAUTIONARY AND FORWARD-LOOKING STATEMENTS

This news release includes certain statements that may be deemed "forward-looking statements". All statements in this news release, other than statements of historical facts that address events or developments that the Company expects to occur, are forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words "expects," "plans," "anticipates," "believes," "intends," "estimates," "projects," "potential" and similar expressions, or that events or conditions "will," "would," "may," "could" or "should" occur. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance, and actual results may differ materially from those in the forward-looking statements. Factors that could cause the results to differ materially from those in forward-looking statements include market prices, continued availability of capital and financing, and general economic, market, or business conditions. Investors are cautioned that such statements are not guarantees of future performance and that actual results or developments may differ materially from those projected in the forward-looking statements. Forward-looking statements are based on the beliefs, estimates, and opinions of the Company's management on the date the statements are made. Except as required by applicable securities laws, the Company undertakes no obligation to update these forward-looking statements if management's beliefs, estimates, opinions, or other factors should change.