

## Element Nutritional Sciences Announces Partnerships to Accelerate Distribution

- Advantage Solutions to expand retail partnership network
- Canopy Management to manage growth through Amazon e-commerce platform

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BURLINGTON, Ontario--(**BUSINESS WIRE**)--Element Nutritional Sciences Inc. (CSE:ELMT; FRANKFURT:93X)(the "Company" or "Element"), is pleased to announce that it has entered into a brokerage agreement with Advantage Solutions and an agency agreement with Canopy Management, both to accelerate sales of Rejuvenate™ products.

Advantage Solutions is a consumer packaged goods broker with over US\$4 billion in revenue across 40 countries. Advantage Solutions has been in operation for over 30 years and will assist Element in the distribution of its Rejuvenate™ brand of muscle health products, both in North America and internationally, through introductions with new retail channel partners. More information about Advantage Solutions can be found [here](#).

Canopy Management manages over US\$1 billion in revenue on behalf of its clients by providing advertising, creative and account management exclusively on the Amazon platform. Canopy Management will assist Element in maximizing awareness and sales of the Rejuvenate™ brand over on its amazon.ca and amazon.com pages. More information about Canopy Management can be found [here](#).

"Our executive team has done a tremendous job securing relationships with top retailers across North America, but we also have the experience to know when partners can provide value accelerating growth by helping to create new relationships or leveraging niche expertise. We look forward to working with both Advantage Solutions and Canopy Management to bring Rejuvenate™ into more homes and help our customers live life to the fullest," said Stuart Lowther, Chief Executive Officer.

### 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. In this news release, forward looking statements relate, among other things, to: the ability of Advantage Solutions to secure new retail partnerships and the ability of Canopy Management to increase revenue over the Amazon platform.

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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