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Gabriella's Kitchen Engages CFN Media Group to Develop New Investor Audience

October 22, 2018

CALGARY, ALBERTA – Gabriella’s Kitchen Inc. (“**GABY**” or the “**Company**”) (CSE: GABY), an innovative and leading-edge cannabis wellness company, is pleased to announce that it has engaged CFN Media Group (“**CannabisFN**”) to conduct a three-month Investor Relations and Market Awareness Campaign (the “**Campaign**”).

CannabisFN is the leading creative agency and digital media network dedicated to providing news, information and thought leadership regarding the worldwide cannabis industry. CannabisFN is the digital media choice for emerging brands in the space, structured to help cannabis and CBD (cannabidiol) wellness businesses attract new potential investors, customers and capital while expanding visibility and market awareness. Since 2013, private and public cannabis and CBD companies across North America have relied on CannabisFN to help enhance growth and advance their success.

“GABY is excited to be working with CannabisFN as we continue to expand our product offering, market distribution capabilities and investor awareness efforts across North America,” said Margot Micallef, Founder & CEO of GABY. “Just as CannabisFN is the ‘go-to’ digital media expert for emerging cannabis brands, GABY’s goal is to be the ‘go-to’ thought leader globally for cannabis health and wellness. We look forward to broadening our reach with CannabisFN.”

Through the Campaign, GABY intends to leverage CannabisFN’s extensive reach across mainstream cannabis-focused investors and media throughout North America to help attract a larger audience and raise additional profile for the Company as well as for the soon-to-be-released film, *Weed the People*. *Weed the People* is an independent film by Ricki Lake and Abby Epstein featuring Cannabis pioneer Mara Gordon, GABY’s Chief Research Officer and the founder of The Oil Plant (“**TOP**”) and the Aunt Zelda’s™ line of personal care products. *Weed the People* explores the important issue of utilizing cannabis to treat children with cancer and will be making its theatrical debut in the United States on October 26th and its Canadian debut on November 28th at the Globe Cinema in Calgary, Alberta during the Calgary Underground Film Festival (“**CUFF**”).

About Gabriella's Kitchen

Gabriella's Kitchen (GABY) is a pure-play cannabis wellness company. With its existing infrastructure of major retailers and an extensive broker and distribution network, GABY is positioned to service both mainstream grocery with CBD infused products, and licensed cannabis retailers with CBD and THC-infused products throughout Canada and the United States. The Company's also has over 25 non-infused products available in more than 3,400 major retail stores across the U.S. and Canada.

Italian sisters Margot and Gabriella co-founded GABY to bring high quality, delicious, healthy superfoods to the market. The desire to create the all-encompassing wellness company came after Gabriella received a dire cancer diagnosis which spurred the sisters to prolong Gabriella's life through a holistic approach to health. GABY directly and through TOP now offers a diverse range of products that cater to a variety of dietary and health concerns. Although Gabriella ultimately passed away from her illness, she lived exponentially longer than doctors predicted. Her memory and passion live on through GABY's mission: to empower people to live healthy lives without compromise.

Further information: For investment inquiries, please contact Margot Micallef, Founder & CEO or Scott Koyich, Investor Relations at IR@gabriellas-kitchen.com or (800) 674-2239. For media inquiries, please contact Lana Rogers, Public Relations Consultant, at Lana@Lanarogerspr.com or (403) 519-7959.

Disclaimer and Forward-Looking Information

The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this release. Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties, certain of which are beyond the control of Gabriella's Kitchen Inc. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company assumes no obligation to update forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

As announced in GABY's press release dated October 16, 2018, GABY has completed its acquisition of The Oil Plant, Inc. ("TOP") and TOP's associated cannabis licenses (the "Transaction"). With the successful completion of the Transaction, TOP has become a wholly owned subsidiary of GABY. TOP owns cannabis license in California. Cannabis is legal in the State of California however cannabis remains illegal under United States ("U.S.") federal laws. The U.S. Department of Justice issued guidance in 2013 indicating that it will focus on certain enforcement priorities, outside of which it will generally not enforce federal prohibitions on cannabis in U.S. states that have authorized this conduct so long as the U.S. state has implemented a strong and effective regulatory program. This federal guidance is subject to change, rescission or alteration by other federal government policy pronouncements at any time.

TOP's business is conducted in a manner consistent with the State law of California and is in compliance with regulatory and licensing requirements applicable in the State of California. However, the readers should be aware that change in federal guidance on enforcement actions could adversely affect TOP's ability to access private and public capital required in order to support continuing operations and its ability to operate in the U.S.