

GABRIELLA'S KITCHEN

Gabriella's Kitchen to Present at World Outlook Financial Conference on February 1, 2019 and Provides Update on Upcoming Public Appearances

CALGARY, ALBERTA & SANTA ROSA, CALIFORNIA – January 23, 2019 – Gabriella's Kitchen Inc. ("GABY" or the "Company") (CSE: GABY), an innovative and leading-edge cannabis wellness company, today announced that it will present at the World Outlook Financial Conference (the "Conference") in Vancouver, British Columbia on February 1, 2019. GABY is also pleased to provide information regarding other key speaking events through the first half of 2019.

World Financial Congress

In keeping with GABY's commitment to focus on more broadly disseminating its story, GABY will participate in the Conference on February 1, 2019. Company's Founder and CEO, Margot Micallef, will present Eat, Bathe, Rub –The Next Big Opportunity in Cannabis: Value Added Products.

"The Conference is a great opportunity to share the GABY story," said Margot Micallef. "The audience in attendance consists of a broad group of investment professionals, many of whom are new to the cannabis space. Conference host Michael Campbell has an enormous amount of credibility with investors and hosts a well-respected event."

"The bottom line is that we take your time and money seriously. With that in mind, we have put together our best Conference ever in the hope of making you a significant amount of money and just as importantly, saving you money in the chaos that's to come." said Michael Campbell, host of the Money Talks Suite of Services and the World Financial Conference.

The Conference will consist of a large general session featuring speakers sharing a variety of financial outlooks and forecasts for the coming years as well as a series of "Investing In Cannabis" workshops at which GABY will be presenting.

Throughout the weekend, the Conference will break into smaller, hands-on workshops where attendees will learn about specific investment strategies and have the opportunity to meet and engage with speakers as well as visit exhibits that offer complementary information on a variety of products and services. For more information about the Conference, please visit: <https://moneytalks.net/world-outlook-conference-2019/>.

Upcoming GABY Appearances

Further to its appearance at the World Financial Conference, GABY is pleased to announce that Mara Gordon, Chief Research Officer at GABY and the founder of the Company's wholly-owned subsidiary, The Oil Plant ("TOP"), will appear at the screening of *Weed the People* in Phoenix, Arizona on January 24, 2019. *Weed the People* is a documentary film featuring Ms. Gordon which explores the important issue of

GABRIELLA'S KITCHEN

utilizing cannabis to treat cancer. The film was directed and produced by the award-winning team of Abby Epstein and Ricki Lake.

In her role as GABY's Chief Research Officer, Ms. Gordon will also be presenting at several key medical cannabis conferences over the first half of 2019, including the Cannabis Expo in Hawaii, the New Mexico Medical Cannabis Conference and the Midwest Cannabis Conference in Chicago, as well as several international seminars.

"I'm delighted to be presenting at these prestigious events," said Ms. Gordon. "I'm also immensely grateful that my last eight years dedicated to learning about the efficacy of cannabis for health and wellness is helping doctors, scientists and practitioners in the health and wellness industries learn about the power of this amazing plant. I am also pleased, whenever possible, to position GABY as a thought-leader in this industry, to share the GABY story and how it aligns with my own, and to highlight why I became a part of this mission-based company."

GABY will continue to seek opportunities to introduce the story to new audiences, including potential investors, retailers, customers and other interested stakeholders.

About Gabriella's Kitchen

GABY is a US-focused, cannabis wellness company holding a manufacturing license and will hold a distribution license issued by the California Bureau of Cannabis Control upon closing of its acquisition of Sonoma Pacific Distribution, announced October 23, 2018. With these licenses, its existing infrastructure of major retailers and an extensive broker and distribution network, GABY is positioned to service mainstream grocery with CBD infused products, as well as licensed cannabis retailers with CBD and THC-infused edible and wellness products.

Margot and her sister Gabriella co-founded GABY, a wellness company, after Gabriella received a dire cancer diagnosis which spurred the sisters to prolong Gabriella's life through a holistic approach to health. Today, GABY is a wellness company with its own manufacturing infrastructure and a diverse range of products that use cannabis to address 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.

To learn more, please visit the Company's website at www.gabriellas-kitchen.com.

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

GABRIELLA'S KITCHEN

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. Forward looking statements include, but are not limited to, the Company's ability to continue raising awareness and presenting to new audiences. 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.

The Oil Plant, Inc. ("TOP") is 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.

Further information: For investment inquiries, please contact 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.