

**Isodiol International Inc. Announces Launch of Convenience Store Retail Program into Thousands of Locations Nationwide, Starting with Florida and Arizona Through its Partnership with the Asian American Trade Associations Council (AATAC)**

*The C-Store program marks a significant milestone in Isodiol's push into the mainstream Consumer Packaged Goods (CPG) market in the United States.*

**February 27, 2019 – Vancouver, BC – [Isodiol International Inc.](#) (CSE: [ISOL](#)) (OTCQB:[ISOLF](#)) (FSE: [LB6B.F](#)) (the “Company” or “Isodiol”)** today announced the launch of its convenience store (C-Store) retail program into the first 1,250 locations, starting in markets such as Florida and Arizona, through its partnership with the Asian American Trade Associations Council (AATAC). Once the initial test rolls out and is approved for expansion by AATAC, Isodiol will be able to expand up to 10,000 additional locations. The Company will launch its Fast CBD Relief™ brand that it recently acquired with the CBD Naturals® brands portfolio as its flagship cannabinoid (CBD) products in the C-Store program. This new retail effort is further to the Company's previous announcement on [February 14, 2019](#).

The Fast CBD Relief™ products were launched in mid-2018 as a solution for millions of Americans struggling with pain and other lifestyle discomforts. According to the American Academy of Pain Medicine, 100 million people face chronic pain, which affects more Americans than diabetes, heart disease, and cancer combined<sup>1</sup>.

Fast CBD Relief™ is available in the following forms:

- 'The Patch': The patch delivers fast and targeted pain relief and can be cut to size and applied to the area needed, delivering relief up to 12 hours;
- 'The Cream': Ideal for smaller areas of discomfort, this cooling cream supplies instant relief and can be applied to fingers, knees, ankles, neck, and any other areas of discomfort;
- 'The Shot': A concentrated beverage in four varieties that taste great and target specific issues, including RESCUE (relieves tension), SLEEP (promotes rest), IMMUNE (boosts immunity), and FOCUS (enhances concentration); and
- 'The Roll-On': Promoting a sense of calm and relaxation, this topical serum is fast and effective.

All of the Fast CBD Relief™ products contain phytocannabinoids along with other terpenes or botanicals that work synergistically to create an entourage effect for greater results. They also include other powerful supportive ingredients such as extracts, vitamins, and essential oils that are known to provide positive health and wellness benefits to the body and mind.

“Isodiol's new C-Store program marks a significant milestone in the Company's ongoing push into the mainstream Consumer Packaged Goods (CPG) market,” said Isodiol's Chief Revenue Officer,

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<sup>1</sup> <https://academic.oup.com/painmedicine/article/20/1/2/5211343>

Kevin Swadish. “C-Store owners have long been considered the heart and soul of the retail market, touching virtually every person in every walk of life and representing the very essence of entrepreneurial spirit. The natural fit was to work with the largest trade association of retailers in the USA for this retail vertical. It simply makes sense for Isodiol to embrace the market power of this retail channel, and we expect great things from our partnership with AATAC and the mass retail launch of the Fast CBD Relief™ brand from the CBD Naturals® brands portfolio.”

Paul Rock, Board of Directors Trustee of AATAC, added, “We have been working closely with Isodiol’s current management and design team since before the recent federal regulatory developments that are opening the U.S. to vast new retail opportunities for CBD products. As anticipated, we are already seeing tremendous interest and growth of these products and huge success with early tests. This proves to us that we are entering a new age of CBD products with CBD as an accepted, prolific ingredient and will need strong partners like Isodiol to help us navigate the waters ahead. The association will now be taking a step back and limiting who we work with for this product offering and educate our retailers on what to look for in good CBD products and companies. Isodiol will be a great asset in determining the most appealing CBD product formats for our retail partners and supplying those products going forward.”

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#### **About Isodiol International Inc.**

[Isodiol International Inc.](#) is focused on the nutritional health benefits that are derived from hemp and is a product development, sales, marketing and distribution company of hemp-based Consumer Packaged Goods (CPG) and solutions. Isodiol has commercialized a 99%+ pure, naturally isolated CBD, including micro-encapsulations, and nano-technology for quality consumable and topical skin care products. The Company received approval for its CBD as an Active Pharmaceutical Ingredient (API) for use in Finished Pharmaceutical Products (FPPs), as was announced on April 26, 2018. Isodiol’s growth strategy includes the development of over-the-counter and pharmaceutical drugs and continued international expansion into Latin America, Asia, and Europe through the proliferation of its various brands, including the recently acquired [CBD Naturals®](#) portfolio of brands and proprietary technologies.

#### **About Asian American Trade Associations Council (AATAC)**

[The Asian American Trade Associations Council](#) (AATAC) is composed of delegates from various business retailer groups across the country with each group having as few as a 100 or as many as 10,000 or more retail locations. The aggregate reach of AATAC is 90,000+ retail locations in the corner store, convenience store, and gas station (C-Store) industry. AATAC’s primary and affiliate members operate many franchises of the most popular branded C-Store retailers such as 7-11, Circle K, Sunoco, Chevron, 76, BP, Arco, ampm, Kangaroo, Shell, Marathon, and many others. AATAC was reshaped in 2012 to cohesively aggregate the purchasing power, bargaining ability, and regulatory feedback that are required to excel in the retailing industry across multiple sectors throughout North America. AATAC also is backed by the power of an implementation company

and a marketing division that not only increases the reach and placement of products and services, but also can launch and build entire brands within the industry. AATAC conducts and conducts private tradeshows, dinners, events, gatherings, and face-to-face program implementations, providing its corporate partners with direct access to retail location owners and management and leading to a competitive advantage within the marketplace. The overall C-Store industry reaches more Americans daily than grocery, drugstore, dollar store, and big box stores combined.

#### **ON BEHALF OF THE BOARD**

*Marcos Agramont, CEO & Director*

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***Forward-Looking Information:*** *This news release contains "forward-looking information" within the meaning of applicable securities laws relating to statements regarding the Company's business, proposed arrangement with creditors, products and future the Company's business, its product offerings and plans for sales and marketing. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Readers are cautioned not to place undue reliance on forward-looking information. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance and developments to differ materially from those contemplated by these statements depending on, among other things, the risks that the Company's products and plan will vary from those stated in this news release and the Company may not be able to carry out its business plans as expected. Except as required by law, the Company expressly disclaims any obligation and does not intend, to update any forward-looking statements or forward-looking information in this news release. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct and makes no reference to profitability based on sales reported. The statements in this news release are made as of the date of this release.*

*The CSE has not reviewed, approved or disapproved the content of this press release.*