

Isodiol International Inc. Co-Sponsors at ASD Market Week Alongside Asian American Trade Associations Council (AATAC)

Isodiol and AATAC are showcasing the recently acquired Fast CBD Relief™ brand at the Las Vegas Convention Centre from March 17-20.

March 19, 2019 – Vancouver, BC – [Isodiol International Inc.](#) (CSE: [ISOL](#)) (OTCQB:[ISOLF](#)) (FSE: [LB6B.F](#)) (the “Company” or “Isodiol) today announced it is exhibiting at the [ASD Market Week](#) (“ASD”) alongside the [Asian American Trade Associations Council](#) (“AATAC”).

ASD is the most comprehensive trade show for consumer merchandise in the U.S. As the leading B2B trade show in Las Vegas, ASD brings the world’s widest variety of retail merchandise together in one efficient shopping experience.

45,000 buyers from over 90 countries visit ASD each year. Of those, 98% of attendees have major purchasing power. The average buyer spends \$82,500 per show, equating to \$2.8 billion annually across hundreds of product categories. From department stores to convenience stores, general stores to gift shops, from grocery store distributors to fashion boutiques, this is the trade show where any buyer can find unique merchandise that will set their store merchandise apart. ¹

ASD is also home to the SourceDirect trade show, a B2B show for importers, distributors, wholesalers, and large retailers to buy wholesale goods directly from overseas manufacturers. SourceDirect at ASD is the go-to destination for buyers looking to source new product categories and find new ways to directly profit from manufacturers coming from top sourcing countries.

The Company and AATAC are primarily promoting the Fast CBD Relief™ brand, which Isodiol recently [acquired](#) with the CBD Naturals® brands portfolio and also launched as its flagship cannabinoid (CBD) products in the C-Store program [partnership](#) with AATAC.

Currently, 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.

¹ <https://www.asdonline.com/about/show-overview>

“We have been very clear on our retail effort strategy and we believe our presence alongside AATAC at ASD Market Week is another step to further enhance our presence into the mainstream Consumer Packaged Goods (CPG) market,” said CEO of Isodiol, Marcos Agramont. “We will continue to educate retailers on the benefits of CBD and aim to bring our products to consumers throughout the United States and other international markets.”

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.

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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

INVESTOR RELATIONS:

Ir@isodiol.com

604-409-4409

MEDIA CONTACT:

Christopher Hussey

media@isodiol.com

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.