

Isodiol International Inc. Launches RapidCBD™ and Iso-Sport™ Brands into Holland & Barrett International, the Largest Health and Wellness Retailer in Europe

March 19, 2019 – Vancouver, BC – [Isodiol International Inc.](#) (CSE: [ISOL](#)) (OTCQB:[ISOLF](#)) (FSE: [LB6B.F](#)) (the “Company” or “Isodiol”) today announced the launch of its products with Holland & Barrett International (“Holland & Barrett”), beginning with an initial order of ten SKUs of hemp-extract based cannabidiol (CBD) products from the Company’s RapidCBD™ and Iso-Sport™ brand catalogues for more than US\$1 million.

The launch has commenced online and more than 45,000 units are expected to be available in up to 800 Holland & Barrett stores by the end of March, 2019 throughout the United Kingdom and the Republic of Ireland. Holland & Barrett is the largest health and wellness retailer in Europe, operating more than 1,300 stores, 10 million customer loyalty program members, and US\$800 million in annual revenues.

The RapidCBD™ and Iso-Sport™ food supplement and cosmetic skin care products contain Isodiol’s proprietary ISO99™ hemp extract and botanical blends that work synergistically to provide positive health and wellness benefits to the body and mind. All of the products in Isodiol’s program for Holland & Barrett are specially formulated for the U.K. and E.U. markets.

“This is a great deal for both Holland & Barrett and Isodiol, and we could not be more pleased with the great people at Holland & Barrett who embarked on this months-long journey with us,” said Isodiol’s Chief Executive Officer, Marcos Agramont. “Isodiol has been the pioneer of many firsts in the hemp-based consumer packaged goods (CPG) industry. This one is special because it provides equal access to quality CBD products for an entire demographic of consumers who have a pre-existing relationship with a trusted vendor.”

“Gaining a foothold in the European market and getting Isodiol products on the shelves of such a respected retailer is a significant milestone in the Company’s development,” said Isodiol’s VP of Business Development, Graham Boylan. “Although the U.K. and E.U. markets are highly regulated, the opportunities to provide Isodiol’s pioneering hemp-based consumer packaged goods (CPG) to a new and growing CBD market outweigh those challenges. Holland & Barrett has led the way in selling CBD in the U.K., and we look forward to providing additional first-to-market U.K.- and E.U.- compliant CBD product offerings in the near future, to ensure that together we remain ahead of the pack.”

This announcement comes on the heels of Isodiol’s [February 26, 2019](#) announcement of its partnership with the Asian American Trade Associations Council (AATAC) for the Company’s convenience store (C-Store) retail program into an initial 1,250 locations in the United States, with expansion plans of up to 10,000 additional locations. The Company will launch its Fast CBD Relief™ brand from the CBD Naturals® brands portfolio as its flagship cannabinoid (CBD) products in its C-Store program.

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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 Holland & Barrett International

[Holland & Barrett International](#) is one of the world's leading health and wellness retailers and the largest in Europe, supplying its customers with a wide range of vitamins, minerals, health supplements, specialist foods, and natural beauty products. With over 145 years of experience in the industry, Holland & Barrett's name is a familiar sight in almost every major city and town across the United Kingdom and is becoming increasingly more visible further afield, in markets as diverse as the Netherlands and Malta to the United Arab Emirates, China, and India. Standard stores vary in size averaging at 1,100 sq ft, with smaller standard shops selling core traditional products across the supplements, fruit, nuts, and seeds categories, while larger stores have a more extensive range of health foods, including frozen, chilled, and sports nutrition, alongside a wide range of natural beauty products available on the high street.

ON BEHALF OF THE BOARD

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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.