

**Isodiol International Inc. Launches Its FY2020 Trade Show Program at the ECRM Orlando Trade Conference, March 31 – April 3, 2019 in Orlando, Florida**

*Isodiol's CBD Naturals® brands are being presented in the Weight Management, Sports Nutrition, Vitamin & Hemp Solutions division of ECRM as part of the Company's ongoing push into the mainstream U.S. Consumer Packaged Goods (CPG) market.*

**March 28, 2019 – Vancouver, BC – [Isodiol International Inc.](#) (CSE: [ISOL](#)) (OTCQB: [ISOLF](#)) (FSE: [LB6B.F](#)) (the “Company” or “Isodiol”)** today announced the launch of its fiscal year 2020 trade show program, presenting the CBD Naturals® brands in each product category of the Weight Management, Sports Nutrition, Vitamin & Hemp Solutions EPPS of the ECRM Trade Conference in Orlando, Florida.

The Efficient Collaborative Retail Marketing Company, LLC (“ECRM”) helps buyers and suppliers increase productivity, optimize product assortments, and enhance collaboration efforts through service offerings that include product discovery, category development, and category planning. In addition, the Efficient Program Planning Sessions (“EPPS”) within the ECRM event series allow vendors to have direct discussions with more than 80 retailers and other brands about business objectives, such as product launches, marketing campaigns, and more.

The EPPS event brings vendors together with major health and wellness retail buyers for successive 20-minute, one-on-one private meetings. Among the retailers participating in our EPPS category are CVS, The Vitamin Shoppe, Whole Foods Market, Sam’s Club, Harris Teeter, Costco, 7-11, 24 Hour Fitness, and GNC, which currently carries Isodiol’s Iso-Sport® products in the United Kingdom ([www.gnc.co.uk/shop/brands/iso-sport/](http://www.gnc.co.uk/shop/brands/iso-sport/)).

“Our senior sales team has decades of experience presenting at ECRM and working with mass retail buyers,” said Kevin Swadish, Chief Revenue Officer of Isodiol. “This experience allows us to translate buyer introductions into ongoing relationships that ensure our products are ahead of consumer trends and among the first shelf placements in our categories. Similarly, Isodiol’s early participation in ECRM programs has enhanced the Company’s competitive edge in the hemp-based consumer packaged goods (CPG) industry on the whole.”

Join us at ECRM from March 31 through April 3, 2019 at the DoubleTree by Hilton Hotel near the entrance to Universal Orlando in Orlando, Florida.

**Follow Our Corporate Updates On Facebook** at [www.facebook.com/IsodiolInternationalInc/](http://www.facebook.com/IsodiolInternationalInc/), on **Twitter** [@IsodiolIntInc](https://twitter.com/IsodiolIntInc), and on **Instagram** [@isodiol](https://www.instagram.com/isodiol).

**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](#)<sup>®</sup> portfolio of brands and proprietary technologies.

### **About Efficient Collaborative Retail Marketing Company, LLC**

Efficient Collaborative Retail Marketing Company, LLC (ECRM) helps buyers and suppliers increase productivity, optimize product assortments and enhance collaboration efforts via its service offerings that include product discovery, category development and category planning. Over the past 20+ years, the company has grown to serve buyers and suppliers around the world in the following markets: grocery, general merchandise, health and beauty care, foodservice, and pharmacy/medical markets. For more information, please visit [www.ecrm.marketgate.com](http://www.ecrm.marketgate.com).

### **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.*