



NEWLEAF BRANDS WHOLLY OWNED SUBSIDIARY WE ARE KURED, OFFICIALLY ANNOUNCES THE RELEASE OF NEW “GEM POD” REFILLS.

Vancouver, BC, August 22, 2019 - NewLeaf Brands Inc. (CSE:NLB) (OTC: NLBIF) (FSE:ONF) (“NewLeaf Brands” or the “Company”) wholly owned subsidiary, We Are Kured, LLC (“Kured”) is pleased to announce that they will be offering a new 500MG Gem Pod (the “Gem Pod”) in addition to their disposable vape pen and cartridges. As a result of the recent craze of the pods in the tobacco space, Kured wanted to offer a healthier option to consumers currently using the rechargeable pod battery. Kured’s Gem Pods will fit the industry standard pod battery that all pod consumers already have on hand. The new Gem Pod will be available in a 1 unit packet and a 3 unit packet that will be slated to be sold in gas stations and convenient stores.

CEO of Kured & CMO of NewLeaf Brands, Benjamin Martch, commented, “The pod craze has hit the vaporizing market by storm over the last few months. Being that we strive to be innovators in the CBD industry, we have chosen to offer the Gem Pods to CBD consumers around the world!”

ABOUT NewLeaf Brands

NewLeaf Brands, Inc. is an innovative Cannabidiol (“CBD”) lifestyle Company. Through the Company’s wholly-owned subsidiaries We are Kured, LLC, Drink Fresh Water, LLC, ReLyfe Brand, LLC and TeaLief Brand, LLC the Company’s main business activities encompass the development, marketing, and distribution of CBD products (including vaporizer pens/cartridges, hot/cold tea, softgel capsules and beverages) throughout North America, South America, and Europe. In addition, NewLeaf Brands, Inc. has extensive retail and cultivation land investments in Oregon, USA.

For further information about NewLeaf Brands, please consult the Company’s profile on SEDAR at www.sedar.com or visit the Company’s website at www.NABrandsInc.com. For further information about We Are Kured, please visit their website at www.wearekured.com.

On Behalf of the Board of Directors

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This news release contains forward-looking statements, which relate to future events or future performance and reflect management's current expectations and assumptions. Such forward-looking statements reflect management's current beliefs and are based on assumptions made by and information currently available to the Company. Readers are cautioned that these forward looking statements are neither promises nor guarantees, and are subject to risks and uncertainties that may cause future results to differ materially from those expected including, but not limited to completion of planned improvements at both the Canadian and US sites on schedule and on budget, the availability of financing needed to complete the Company's planned improvements on commercially reasonable terms, planned occupancy by the tenant-growers, commencement of operations, differences in yield on expected harvests, delays in obtaining statutory approval for marijuana production plans, issues that may arise throughout the grow period, outdoor crops affected by weather, the ability to mitigate the risk of loss through appropriate insurance policies, and the risks presented by federal statutes that may contradict local and state legislation respecting legalized marijuana. These forward-looking statements are made as of the date hereof and the Company does not assume any obligation to update or revise them to reflect new events or circumstances save as required under applicable securities legislation. This news release does not constitute an offer to sell securities and the Company is not soliciting an offer to buy securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction.

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