

IONIC BRANDS

CSE: IONC | FRA: IB3 | OTC: IONKF

For Immediate Release

IONIC BRANDS ANNOUNCES BOARD AND MANAGEMENT CHANGE

TACOMA, WASHINGTON, USA, SEPTEMBER 9, 2019, IONIC BRANDS CORP. (CSE: IONC) (OTC: IONKF) (FRA: 1B3) (“**IONIC BRANDS**” or the “**Company**”) announces realignment of its management to streamline its operation. The following key changes are effective immediately.

Rhett Couture has been appointed to be the Company’s Chief Financial Officer replacing Scott Manson. Scott Manson will remain as the Company’s General Counsel. Mr. Couture, was most recently the Vice President of Corporate Development of the Company, and played an intricate role in recent M&A activity. A graduate with distinction of the Haskayne School of Business of the University of Calgary, Mr. Couture has many years of experience in finance and investment banking. Furthermore, Andrew Schell has resigned as President Chief Strategy Officer and Director and will be continuing as a consultant for the Company.

John Gorst, CEO & Director of IONIC BRANDS, commented, “Both Rhett and Scott are experienced in their respective fields, with backgrounds in the Cannabis sector. We look forward to them using their expertise to enhance our finance and legal teams. I also like to thank Andrew for his immense contribution to building the Company and we wish him continued success in his future endeavors.”

About IONIC BRANDS Corp.

The Company is focused on building a multi-state consumer-focused cannabis concentrate brand portfolio focusing on the premium and luxury segments. The cornerstone Brand of the portfolio, IONIC, is one of the top vaporizer brands in Washington State and has aggressively expanded throughout the West Coast of the United States. The brand is currently operating in Washington, Nevada, Oregon and California. IONIC BRANDS’ strategy is to be the leader of the highest-value segments of the cannabis market and expand nationally.

On behalf of IONIC BRANDS CORP.

John Gorst

Chief Executive Officer & Chairman

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All statements, other than statements of historical fact, included herein are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. The risks are without limitations the price for cannabis and related products will remain consistent and the consumer demand remains strong; availability of financing to the Company to develop the retail locations; retention of key employees and management; changes in State and/or municipal regulations of retail operations and changes in government regulations generally. Important factors that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time with the Canadian Securities Exchange, the British Columbia Securities Commission, the Ontario Securities Commission and the Alberta Securities Commission.