



LeanLife Health Inc.

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NEWS RELEASE

LeanLife prepares the launch of Mike Tyson Iron Energy Drink in the USA and Canada while continuing development on Flax Oil.

VANCOUVER, British Columbia, August 26th, 2020: [LeanLife Health Inc.](#) (CSE: LLP; FSE: LL1) (the "Company") a Company focused on foods in the health and wellness space, is pleased to announce that it has initiated product analysis with regulatory authorities for the IRON ENERGY drink product lines in the USA and Canada. Compliant packaging is vital for obtaining market access for the product. Gavin Mah, Chief Operating Officer, stated: We expect the product analysis to be completed for the USA market first and are working on the Canadian regulations at the same time. Since the branding of IRON ENERGY with boxing legend Mike Tyson is in place, LeanLife has started to reach out to major distributors in the USA and Canada.

Concurrently LeanLife is looking to sharpen its profile in regards to health benefits associated with Flaxseed Oil. LeanLife Health Flaxseed Oil provides numerous health benefits and some unique advantages over marine omega-3 fatty acid sources. For consumers trying to eat a healthier, sustainable, plant-based diet, LeanLife Health Flaxseed Oil is a beneficial addition.

Flaxseed Oil, Omega 3 and Immunity! Findings support the positive immunomodulatory effect of Alpha-linolenic acid ("ALA") on different cells of the immune system. As consumers adapt to the COVID-19 crisis, buying habits have shifted and focused on a healthy immune system. Dietary flaxseed, already known for its proven antioxidant and anti-inflammatory properties, works as both a mitigator and protector of the various cells associated with immune responses to viruses. <https://www.leanlifehealth.com/flaxseed-oil-omega-3-and-immunity>

Studies show that Alpha-linolenic acid is as effective as long-chain omega-3 fatty acids in reducing coronary death. ALA comprises 58% of the fatty acids in LeanLife Health Flaxseed Oil, making it the richest ALA plant source. <https://www.leanlifehealth.com/alpha-linolenic-acid-as-effective-as-long-chain-omega-3-fatty-acids-in-reducing-coronary-death>

LeanLife CEO, Stan Lis commented: *"It is now our priority to fast track the market entry of the Iron Energy Drink in the US as Mike Tyson's fight is November 28th, 2020. We cannot think of a better platform to promote both the Iron Energy brand and LeanLife Flax Oil."*

The Company has agreed to issue 12,725,000 units of the Company at a price of \$0.06 per unit in settlement of outstanding debt totaling \$763,500 (the "Transaction"). Each Unit consists of one common share at \$0.06 per share and one transferable share purchase warrant to purchase one additional common share at \$0.08 each for a period of two years. Directors and officers of the Company will participate in the transaction by converting \$478,500 of outstanding consulting, management and director's fees for a total of 7,975,000 Units.

About LeanLife Health and the Omega-3 Market

LeanLife Health's products are **long-term shelf-stable** extractions from flaxseed, a plentiful **plant-based source of Omega-3**, that give them a significant advantage as an essential fortified food ingredient.

Increased Omega-3 intake, especially with LeanLife's higher Omega-3 to -6 ratio, has shown to have **significant health improvement impacts**.

LeanLife's mission is to provide a relatively **low-cost means of replacing the less healthy vegetable oil in food and transform them into healthier versions**.

"Improving the quality of food without requiring people to change what they eat is the best way to ensure they eat healthier and benefit from an improved quality of life." – Stan Lis, CEO

LeanLife Health's industry-leading and **proprietary Omega-3 product formulations** are of the **highest quality and contain no cholesterol**. Products are available in oil, emulsion and powder forms.

The products can be used as **food additives or nutraceuticals** and used to make bread, noodles, cheese, yogurt, juice, and milk products for the European market.

The **global Omega-3 market** reached USD \$33 Billion in 2016 and is **expected to reach upwards of USD \$57 Billion by 2025**, according to a report by Grand View Research, Inc.

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Forward-Looking Information

The information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management's current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. The Company cautions that all forward-looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond the Company's control including, the Company's ability to compete with large food companies; sales of any potential products developed will be profitable; the ability to complete sales under the sales agreement. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward-looking information. Except as required under applicable securities legislation, the Company undertakes no obligation to publicly update or revise forward-looking information.

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