



## LeanLife Health Inc.

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### NEWS RELEASE

## **LeanLife Adds to its Management Strength in Preperation for Launching Online Sales of Mike Tyson Branded Iron Energy Drink**

VANCOUVER, British Columbia, February 4<sup>th</sup>, 2021: [LeanLife Health Inc.](https://www.leanlifehealth.com) (CSE: LLP; FSE: LL1, OTC Markets: LHLNF) (the "Company") is pleased to announce that it has entered into a management consulting agreement with Rob Hatch and Big Venture Sales Ltd. to launch online sales on the Company's own website and through Amazon. Further, to facilitate online and brick and mortar sales, Big Venture will also be responsible for handling distribution and warehousing.

Mr. Hatch launched Wisdom Brand Stevia in Tempe Arizona into 2,800 Walmart stores in the USA in 2004. From its beginning in 1982, SweetLeaf Stevia Sweetener made consumer well-being its number one priority. It was the first stevia sweetener to receive Generally Recognized as Safe (GRAS) status.

Since that time, Mr. Hatch and Big Venture have built out additional brands, such as LifeFlow Health Care, with sales both online and through traditional channels.

States Mr. Hatch, CEO of Big Venture Sales Ltd.: "Given the stellar brand recognition of Mike Tyson, I am confident that we can build out Iron Energy to be one of the product category leaders in the Energy Drink sector. We aim to launch sales on Amazon.com within the next few months."

### **About LeanLife Health and its Brand Positioning in the Marketplace**

FoodCare Group, the supplier and manufacturer of Iron Energy, by Mike Tyson, is a market leader in Poland's energy drink market and is a leading brand in the Middle East. We believe, Iron Energy will also appeal to North American consumers and will quickly gain retail and consumer acceptance and trial.

The annual market value of the combined U.S. and Canadian energy drink markets is estimated at over \$14 billion (USD). Red Bull is the market leader, followed by Monster and Bang. While Red Bull pursues a premium price strategy; LeanLife will be aggressively priced and shelf positioned, appealing to a broad consumer base. According to Allied Market Research, the Compound Annual Growth Rate (CAGR) of the global energy drink market is 7.2% while the US market is positioned to grow to over \$86 billion (USD) by 2026.

Consumer preference and the increased occasions for energy drink consumption are growing the category. Iron Energy will participate in this phenomenon through category and organic growth. The broad base of young adult consumers will be attracted to this unique product alternative. Iron Energy is enjoying great success in the European market. We believe Iron Energy will offer a similar success story in North America due to its compelling brand attributes, product taste and energy benefits.

For more information, please contact:

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**Forward Looking Information**

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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