

AMBARI

AMBARI EXTENDS MARKETING ENGAGEMENT

Vancouver, British Columbia, August 24, 2023 – **Ambari Brands Inc.** (“**Ambari**” or the “**Company**”) (CSE: AMB, OTC: AMBBF, FRA: Y92) announces that it has extended its engagement (the “**Engagement**”) with Financial Star News Inc. (“**FSN**”) for marketing services.

Through the Engagement, FSN will continue to execute comprehensive digital media marketing campaigns for the Company to heighten market and brand awareness and broaden the Company's reach within the investment community. Such campaigns will be carried out through various on-line platforms and methods of engagement. Pursuant to the Engagement, the Company will pay FSN a fee of US\$550,000, plus GST. The Engagement will commence immediately and continue until the marketing budget is exhausted, which is expected to last approximately one month. FSN does not have a prior relationship with the Company, aside from its previous engagement by the Company.

About Ambari Brands Inc.

Ambari is a company committed to transforming the beauty industry through its AI technology “Scarlett” and products lines that are carried in the world’s largest retailers. To learn more about Ambari, visit www.ambaribeauty.com and www.ambari.ai.

On Behalf of the Board of Directors

Nisha Grewal

CEO, Corporate Secretary and Director

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Forward-Looking Statements

This news release contains certain forward-looking statements within the meaning of applicable securities laws. All statements that are not historical facts, including without limitation, statements regarding future estimates, plans, programs, forecasts, projections, objectives, assumptions, expectations or beliefs of future performance, including statements regarding the Engagement and the scope and timing thereof, are “forward-looking statements.” These forward-looking statements reflect the expectations or beliefs of management of the Company based on information currently available to it. Forward-looking statements are subject to a number of risks and uncertainties, including those detailed from time to time in filings made by the Company with securities regulatory authorities, which may cause actual outcomes to differ materially from those discussed in the forward-looking statements. These factors should be considered carefully and readers are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements and information contained in this news release are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws.

The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this press release, and does not accept responsibility for the adequacy or accuracy of this release.