AMBARI

AMBARI BRANDS ANNOUNCES MANAGEMENT CHANGE

Vancouver, British Columbia, September 11, 2023 – **Ambari Brands Inc.** ("**Ambari**" or the "**Company**") (CSE: AMB, OTC: AMBBF, FRA: Y92) is pleased to announce the appointment of Kate-Lynn Genzel as Chief Financial Officer of the Company.

Ms. Genzel is a Chartered Professional Accountant and has been employed as the Senior Manager of Financial Reporting and Advisory Services at Treewalk Consulting Inc., a professional services organization, since June 2021. Ms. Genzel previously served as the Company's Chief Financial Officer between August 2021 and March 2023.

Charn Deol has resigned as interim Chief Financial Officer of the Company but will continue to serve as a director of 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

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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.