

Mind Cure Announces Novel Supplement Product to Address Teen Wellness

Mind Cure announces all-natural supplement designed to relieve restlessness and nervousness in teens, to be released in early 2021

VANCOUVER, BC, Dec. 29, 2020 - Mind Cure Health Inc. (CSE: MCUR) (OTCQB:MCURF) (FRA: 6MH) ("**Mind Cure**" or the "**Company**") is pleased to announce the release of its latest formulation, Mind Cure Teen, an all-natural supplement designed specifically to relieve nervousness, restlessness, and sleeplessness caused by mental stress in teens. Mind Cure has teamed with high-calibre formulators to broaden the impact and scalability of mental health remediation. The Company's current release will involve a North America-wide distribution of the teen formula available for pre-order on the [Company's website](#) in the first week of January, with delivery beginning mid-February. Mind Cure will expand digital retail opportunities for Mind Cure Teen globally by late 2021.

Teens are at an especially vulnerable life-stage as they learn to balance school, social circles and peer pressure, first relationships, and first jobs. While the causes of teen stress are countless, the Canadian Mental Health Association lists a number of repercussions connected to stress, including distractedness, behavioural issues, low energy, suffering grades, physical pain (such as headaches), mood changes and irritability, and many more.¹

"Despite our society's focus on mental health and teen stress, there has lacked a natural solution on the market to alleviate the restlessness and nervousness that teens are facing now more than ever during the COVID-19 pandemic," said **Mind Cure President and CEO, Kelsey Ramsden**.

About Mind Cure Teen

Mind Cure Teen comprises safe, all-natural ingredients including botanicals, minerals, and vitamins, and is free from any harmful chemicals. By meeting the standards laid out by California's Proposition 65, which ensures products do not contain harmful levels of hazardous chemicals,² Mind Cure opens itself up to North America's supplement market, which is projected to reach \$61.8 billion by 2025, growing annually by 7.1%.³

¹ "Understanding and Finding Help for Stress." CMHA Ontario. Canadian Mental Health Association. Accessed December 24, 2020. <https://ontario.cmha.ca/documents/understanding-and-finding-help-for-stress/>.

² "About Proposition 65." California Office of Environmental Health Hazard Assessment. OEHHA. Accessed December 24, 2020. <https://oehha.ca.gov/proposition-65/about-proposition-65>.

³ "North America Nutritional Supplements Market by Ingredient, Product Form, Application, End-User, Supplement Classification, Distribution Channel, and Country 2019-2026: Trend Forecast and Growth Opportunity," Kenneth Research (Kenneth Research), accessed December 24, 2020, <https://www.kennethresearch.com/report-details/north-america-nutritional-supplements-market/10148746>.

“Teen mental health is a tremendously underserved segment with real and significant need. As a mother, I am thrilled to offer an all-natural product for other parents out there who wish to support their teens in reducing stress, nervousness, and agitation. I believe that a routine of mental hygiene is just as important for our teens as routines of brushing teeth or taking vitamin C. Mind Cure Teen supplement is our first step in supporting young people. Down the road, our digital therapeutics will provide a way for teens to be further supported in the optimization of their own mental wellness to pursue their aspirations,” **said Ramsden.**

About Mind Cure’s Nootropic Offerings

Mind Cure is also pleased to update its plans to release the first in a number of nootropic products. Aside from Mind Cure Teen, the Company is releasing three nootropics offerings, available in both capsule and powder form. These include Mind Cure Lion’s Mane *Focus*, Mind Cure Reishi *Energy*, and Mind Cure Turkey Tail *Immunity*. These products are designed to harness the natural benefits of nootropic mushrooms to enhance cognitive function. They are on track to launch in February 2021, and will be available for pre-order late-January.

About Mind Cure Health Inc.

Mind Cure exists as a response to the current mental health crisis and urgent calls for effective treatments. Mind Cure drives to reinvent the mental health care industry for patients and practitioners.

Mind Cure is focused on identifying and developing pathways and products that ease suffering, increase productivity, and enhance mental health. The Company is interested in exploring diverse therapeutic areas beyond psychiatry, including digital therapeutics, neuro-supports, and psychedelics, all to improve mental health.

On Behalf of the Board of Directors
Philip Tapley, Chairman
Phone: 1-888-593-8995

Forward-Looking Information

Certain statements in this news release may constitute “forward-looking information” within the meaning of applicable securities laws (also known as forward-looking statements). Forward-looking information involves known and unknown risks, uncertainties and other factors, and may cause actual results, performance or achievements or industry results, to be materially different from any future results, performance or achievements or industry results expressed or implied by such forward-looking information. Forward-looking information generally can be identified by the use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “feel”, “intend”, “may”, “plan”, “predict”, “project”, “subject to”, “will”, “would”, and similar terms and phrases, including references to assumptions. Some of the specific forward-looking information in this news release includes, but is not limited to, statements with respect

to: Mind Cure's intention to release Mind Cure Teen across North America in the coming months; Mind Cure's product offerings will be available for pre-order in January and delivered in mid-February; Mind Cure will expand digital retail opportunities for Mind Cure Teen globally by late 2021.

Forward-looking information is based on a number of key expectations and assumptions made by Mind Cure, including, without limitation: the COVID-19 pandemic impact on the Canadian economy and Mind Cure's business, and the extent and duration of such impact; no change to laws or regulations that negatively affect Mind Cure's business; there will be a demand for Mind Cure's products in the future; no unanticipated expenses or costs arise; Mind Cure will be able to continue to identify products that make them ideal candidates for providing solutions for treating mental health; that the functional mushroom industry will continue to grow; the release of Mind Cure Teen will support Mind Cure achieve its business goals and Mind Cure will be able to operate its business as planned. Although the forward-looking information contained in this news release is based upon what Mind Cure believes to be reasonable assumptions, it cannot assure investors that actual results will be consistent with such information.

Forward-looking information is provided for the purpose of presenting information about management's current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. Forward-looking information involves significant risks and uncertainties and should not be read as a guarantee of future performance or results as actual results may differ materially from those expressed or implied in such forward-looking information. Those risks and uncertainties include, among other things, risks related to: the impacts of the COVID-19 pandemic on the Canadian economy, Mind Cure's industry and Mind Cure's business, which may negatively impact, and may continue to negatively impact, Mind Cure and may materially adversely affect Mind Cure's investments, results of operations, financial condition, and Mind Cure's ability to obtain additional equity or debt financing, and satisfy its financial obligations; general economic conditions; future growth potential; competition for mental health and wellness investments; the release of Mind Cure Team may not help Mind Cure achieve its business goals and changes in legislation or regulations. Management believes that the expectations reflected in the forward-looking information contained herein are based upon reasonable assumptions and information currently available; however, management can give no assurance that actual results will be consistent with such forward-looking information. Additional information on the risk factors that could affect Mind Cure can be found under "Risk Factors" in Mind Cure's final prospectus which is available on SEDAR at www.sedar.com.

The forward-looking information contained herein is expressly qualified in its entirety by this cautionary statement. Forward-looking information reflects management's current beliefs and is based on information currently available to Mind Cure. The forward-looking information is stated as of the date of this news release and Mind Cure assumes no obligation to update or revise such information to reflect new events or circumstances, except as may be required by applicable law.

United States Advisory

The securities referred to herein have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), may be offered and sold outside the United States to eligible investors pursuant to Regulation S promulgated under the U.S. Securities Act, and may not be offered, sold, or resold in the United States or to, or for the account of or benefit of, a U.S. Person (as such term is defined in Regulation S under the United States Securities Act) unless the securities are registered under the U.S. Securities Act, or an exemption from the registration requirements of the U.S. Securities Act is available. Hedging transactions involving the securities must not be conducted unless in accordance with the U.S. Securities Act. This press release shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of securities in the state in the United States in which such offer, solicitation or sale would be unlawful.

The CSE has neither approved nor disapproved the contents of this press release and the CSE does not accept responsibility for the adequacy or accuracy of this release.

SOURCE Mind Cure Health Inc.

For Further Information: Investor Relations: investors@mindcure.com; 1-888-593-8995