

INDVR Brands Inc. Announces Appointment of Darcy Campbell as Chief Financial Officer

Vancouver, British Columbia and Denver, Colorado--(Newsfile Corp. - September 16, 2020) - INDVR Brands Inc. (CSE: IDVR) ("**INDVR**", "**INDVR Brands**" or the "**Company**"), is pleased to announce the appointment of Darcy Campbell to the role of Chief Financial Officer ("CFO"), effective September 15, 2020. This appointment follows the resignation of Theresa Mohan from the role of Interim CFO announced in the Company's press release of August 4, 2020.

Mr. Campbell joins INDVR with over 25 years of accounting and finance experience having worked at the executive level, including as CFO, for both publicly traded and private companies operating in Canada as well as internationally. Mr. Campbell brings extensive capital markets expertise to the INDVR team and has been directly involved in mergers and acquisitions, dispositions, equity raises, and debt restructurings throughout his career. Mr. Campbell holds his CPA and CMA designations, as well as a Bachelor of Commerce degree from the University of Calgary.

Joshua Mann, President and Interim CEO, commented, "We are extremely pleased to announce the appointment of Mr. Campbell as INDVR's new CFO. Darcy has had a long and illustrious career growing organizations through robust financial strategies and management, and his experience in M&A, Strategic Planning, and Business Development will prove integral to INDVR's ongoing efforts to grow the brand through product innovations and strategic acquisitions."

About INDVR Brands

INDVR Brands Inc. (CSE: IDVR) is a Colorado-based, Canadian-listed company focused on the creation and distribution of unique and exciting brands in the legal US cannabis market.

Disclaimer and Forward-Looking Information

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words "anticipate", "could", "intend", "expect", "believe", "will", "projected", "potential", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the parties' current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. In this news release, forward-looking statements relate, among other things, to: the successful hiring of the CFO position and any effects thereof and the future performance of the Company. These statements are only predictions. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company assumes no obligation to update forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

The forward-looking information contained in this release is made as of the date hereof and the parties are not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

*Cannabis is legal in certain States in the United States ("**U.S.**"), however cannabis remains illegal under U.S. federal laws. IDVR intends to conduct its U.S. cannabis operations in a manner consistent*

with the applicable State laws and compliance with regulatory and licensing requirements applicable in the applicable State. However, the readers should be aware that any change in federal guidance on enforcement actions could adversely affect IDVR's ability to access private and public capital required in order to support continuing operations and its ability to operate in the U.S.

Unlike in Canada, which has Federal legislation uniformly governing the cultivation, distribution, sale, and possession of cannabis under the Cannabis Act (Federal), readers are cautioned that in the U.S., cannabis is largely regulated at the State level. To the knowledge of IDVR, there are to date a total of 33 states, plus the District of Columbia, that have legalized cannabis in some form. Notwithstanding the permissive regulatory environment of medical cannabis at the State level, cannabis continues to be categorized as a controlled substance under the Controlled Substances Act in the U.S. and as such, cannabis-related practices or activities, including without limitation, the manufacture, importation, possession, use or distribution of cannabis are illegal under U.S. Federal law. Strict compliance with State laws with respect to cannabis will neither absolve IDVR of liability under the U.S. Federal law, nor will it provide a defense to any Federal proceeding, which may be brought against IDVR. Any such proceedings brought against IDVR may materially adversely affect its operations and financial performance in the U.S. market.

Further Information: For investment inquiries, please contact Scott Koyich, Investor Relations at Scott@briscocapital.com or (403) 619-2200. For other inquiries, please contact Joshua Mann at j.mann@cannabis.life or (587) 890-8400.

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