

CENTR Brands Corp. Corporate Update

Vancouver, British Columbia--(Newsfile Corp. - November 3, 2020) - CENTR Brands Corp. (CSE: CNTR) (FSE: 303) (OTCQB: CNTRF) ("**CENTR Brands**" or the "**Company**") is pleased to announce the that it has engaged San Diego Torrey Hills Capital, Inc. ("**Torrey Hills Capital**"), a Rancho Santa Fe, CA-based investor relations firm, to provide market awareness and investor relations services to the Company. Cliff Masticola is the principal of Torrey Hills Capital and will be responsible for all activities related to the Company.

Torrey Hills Capital is a leading investor and financial public relations firm specializing in small and microcap companies. Torrey Hills Capital has been engaged to increase awareness of the Company in an effort to build and maintain an informed investor audience in both the United States and Canada.

Pursuant to the terms of the advisory agreement, Torrey Hills Capital has been engaged at a rate of US\$7,000 per month for an initial term of three months. After the initial term, the agreement will be automatically extended, subject to a 30-day termination notice by either party. CENTR Brands has also agreed to a one-time grant of 200,000 incentive stock options (the "**Options**") exercisable to acquire common shares of the Company at a price of C\$0.41 per share for a period of three years. The Options will be subject to the terms of the Company's stock option plan and will vest in accordance with the provisions therein and the policies of the Canadian Securities Exchange ("**CSE**").

Torrey Hills Capital currently has no direct or indirect interest in the securities of the Company, or any right or intent to acquire such an interest, except pursuant to the exercise of the above referenced Options. The appointment of Torrey Hills Capital as an investor relations consultant of the Company and the granting of the Options remain subject to regulatory acceptance of applicable filings with the CSE.

About Torrey Hills Capital

Torrey Hills Capital was formed in 1998 and is headquartered in Rancho Santa Fe, California. The team of professionals offers experience and expertise in investor relations, corporate communications, non-deal roadshows, and market support activities. Torrey Hills Capital specializes in the development and marketing of emerging growth companies which trade in the United States (NYSE, AMEX, and OTC) and in Canada (TSX, TSX-V, and CSE). Marketing activities articulate key investment attributes, strategic direction, and financial expectations, which combine to ensure that client market value fully reflects past achievements and future opportunities. Further information is available at www.torreyhillscapital.com.

About CENTR Brands Corp.

CENTR Brands Corp. is a functional beverage company which develops and markets non-alcoholic beverages for the global market. The Company's first product, named CENTR, is a sparkling, low-calorie, CBD beverage.

www.findyourcentr.com

For further information, contact Joseph Meehan at jmeehan@centrcorp.com.

On behalf of the Board,

CENTR BRANDS CORP.

/s/ Joseph Meehan
Joseph Meehan, Chief Executive Officer

This news release may contain certain "Forward-Looking Statements" within the meaning of applicable securities laws. When or if used in this news release, the words "anticipate", "believe", "estimate", "expect", "target", "plan", "forecast", "may", "schedule" and similar words or expressions

identify forward-looking statements or information. These forward-looking statements or information may relate to the development of the business of CENTR Brands Corp., the timing for the launch of the Company's products, the obtaining of regulatory approvals and other matters. Such statements represent the Company's current views with respect to future events and are necessarily based upon a number of assumptions and estimates that, while considered reasonable by the Company, are inherently subject to significant business, economic, competitive, political and social risks, contingencies and uncertainties. Many factors, both known and unknown, could cause results, performance or achievements to be materially different from the results, performance or achievements that are or may be expressed or implied by such forward-looking statements. The Company does not intend, and does not assume any obligation, to update these forward-looking statements or information to reflect changes in assumptions or changes in circumstances or any other events affecting such statements and information other than as required by applicable laws, rules and regulations.



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