

CENTR Brands Corp. Announces Tennessee Launch

Vancouver, British Columbia--(Newsfile Corp. - January 13, 2021) - CENTR Brands Corp. (CSE: CNTR) (FSE: 303) (OTCQB: CNTRF) ("**CENTR**") is pleased to announce the Tennessee launch of CENTR™ and new CENTR™ Sugar Free, its sweetener-free, all natural CBD beverage with just 10 calories. CENTR™ and CENTR™ Sugar Free will be distributed by Nashville-based Hempire Distributing, LLC ("Hempire"). Hempire is powered by Ajax Turner, a distributor of premium non-alcohol beverages, top-selling local, regional, and import brewers, and award-winning wines and spirits.

Hempire is a hemp, CBD, and health product DSD distribution company focused on delivering the best quality hemp-based products to retail locations across the Middle Tennessee area. Find out more by visiting Hempire's website: <https://www.hempiredistributing.com/>.

"Hempire is a superb partner for CENTR in Tennessee," said CEO Joseph Meehan. "With Ajax Turner's distribution network and system, Hempire brings a new level of sophistication and scale we are excited to partner with."

CENTR™ and CENTR™ Sugar Free are now available for sale in 19 U.S. states, sold to thousands of retailers and on-premise accounts via a network of 10 regional distributors.

About CENTR Brands Corp. CENTR Brands Corp. develops and markets non-alcoholic, functional "better beverages" for the global market. The Company's first products, CENTR™ and CENTR™ Sugar Free, are sparkling, low-calorie, CBD beverages.

Follow CENTR Brands Corp. on LinkedIn, on Instagram and Facebook at @findyourcentr, and 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

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