

CENTR Brands Corp. Announces 6th Consecutive Quarter of Growth & Record New Sales

Vancouver, British Columbia--(Newsfile Corp. - January 27, 2021) - CENTR Brands Corp. (CSE: CNTR) (FSE: 303) (OTCQB: CNTRF) (the "**Company**") is pleased to announce another consecutive quarter of record sales, with Q2 results showing an almost 100% increase on Q1 sales.

Description	Q2 2021 (\$)	Q1 2021 (\$)
Gross sales	417,064	209,591
Net sales	341,153	150,571
Net and comprehensive loss for the period	(726,616)	(786,103)

**All amounts reflected in United States dollars*

Q2 2021 Results: The Company reported gross sales of USD \$417,064 for Q2 2021, with the full financial statements for the quarter and related management's discussion and analysis ("**MD&A**") available under the Company's SEDAR profile at www.sedar.com. This is the sixth consecutive quarter of increasing sales since the company launched CENTR.

"CENTR is now the established market leader in CBD drinks," said Company Chairman & CEO, Joseph Meehan, "and our new CENTR Sugar Free is a hit with customers. We will continue to aggressively expand our sales volume and footprint across America in 2021."

The Company also announced the issuance of 690,000 restricted stock units ("RSUs") to certain employees and directors of the Company, pursuant to the terms of the Company's RSU Plan.

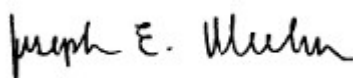
About CENTR Brands Corp. CENTR Brands Corp. is a better beverage company which develops and markets non-alcoholic beverages for the global market. The Company's first product, named CENTR, is a sparkling, low-calorie, CBD beverage.

www.findyourcentr.com

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

On behalf of the Board,

CENTR BRANDS CORP.



Joseph Meehan
Chief Executive Officer

This press release contains sales figure estimates for the second quarter and "Forward-Looking Statements" within the meaning of applicable Canadian securities laws. Actual results may differ from those indicated as a result of finalization of the Company's financial statements as well as other risks and uncertainties. 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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