

CENTR Brands Corp. Announces New Sales Leadership Roles

Vancouver, British Columbia--(Newsfile Corp. - March 8, 2021) - CENTR Brands Corp. (CSE: CNTR) (FSE: 303) (OTCQB: CNTRF) (the "**Company**"), maker of the most widely-distributed CBD beverages in the United States, is pleased to announce the following elevations and additions to its sales leadership;

- Arthur P. Danner has been promoted to Senior Vice President of Sales, responsible for national sales;
- Christopher Seithel has been promoted to Vice President of Brand Development, responsible for growing relationships with CENTR's family of distributors; and,
- Stacey Rivas has been promoted to Director of National Accounts & Chains, responsible for National Account on- and off-sale and chain distributors.

Further, the Company announces the following sales appointments:

- James Velarde, previously a successful CENTR broker based in Monterey CA, has been appointed Western Region Manager; and,
- Tanner Campbell has been promoted to Northern Region Manager, based in Bend OR.

"CENTR™ and CENTR™ Sugar Free's continuing growth both demand we continue to provide the strongest support possible to our distributors and retailers," said Company CEO Joseph Meehan. "Art Danner has led sales since we launched CENTR™ in 2019, and he has built a team focused on service to our partners. We have grown our business with the best-in-class support, and we are ready for even more Americans to *Find Your CENTR.*"

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 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

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