

CENTR Brands Corp. Signs Tennessee Distribution Agreement with Lipman Brothers

Vancouver, British Columbia--(Newsfile Corp. - May 10, 2021) - CENTR Brands Corp. (CSE: CNTR) (FSE: 303) (OTCQB: CNTRF) (the "**Company**") today announced an agreement with Nashville, TN-based Lipman Brothers, LLC. Under the agreement, Lipman Brothers will distribute CENTR™ and CENTR™ Sugar Free in Tennessee.

"Lipman Brothers is a superb partner for us in Tennessee," said Company CEO Joseph Meehan. "With more than 80 years of experience in the marketplace, they are well known for their attention to customer service and depth of market penetration. We deeply appreciate being the first CBD beverage in their portfolio."

"CENTR is the clear category leader, and we are confident it will be a hit with our customers," said Lipman Brothers VP Clark Calvert. "We look forward to working with the CENTR team to introduce their delicious CBD drink to our on- and off-premise customers in Tennessee."

About CENTR Brands Corp. CENTR Brands Corp. develops and markets non-alcoholic, functional beverages for the global market. The Company's first product, named CENTR, is a sparkling, low-calorie, CBD beverage. For more information visit www.findyourcentr.com, and follow on Instagram at [@findyourcentr](https://www.instagram.com/findyourcentr).

About Lipman Brothers. Established in 1939, Lipman Brothers was the first distributor of wine and spirits in Tennessee. With an extensive wholesale portfolio of wine, spirits, beer, bottled water, and mixers, Lipman Brothers has proven leadership in the marketplace for more than 80 years. Lipman Brothers' corporate headquarters is located in Nashville TN, with additional facilities in East Tennessee. The company services all trade channels including retail, grocery, convenience and bars/restaurants. For more information visit www.lipmanbrothers.com.

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

On behalf of the Board,

CENTR BRANDS CORP.

/s/ Joseph Meehan

Joseph Meehan, Chairman & Chief Executive Officer

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