



FOR IMMEDIATE RELEASE

EARTH ALIVE WELCOMES DAVID FRANCIS TO DEVELOP EARTH ALIVE'S CLEAN FIBER INITIATIVE IN CANADA AND U.S.

Montreal, Quebec, Canada, October 10, 2018— Earth Alive is pleased to announce that David Francis is joining Earth Alive Clean Technologies Inc. (CSE: EAC Earth Alive” or the “Company) to lead and continue to develop the Clean Fiber Initiative.

David Francis has spent his life pursuing sustainable and organic solutions to life's challenges through various business ventures. Dave has been fascinated by the potential of hemp production for years and has been involved in several regenerative projects looking at balance between the environmental stewardship and production profitability.

‘Hemp is still very unknown for all its possible returns to farmers’, states Francis, ‘The fibre, seed, and the legalization of CBD extraction in Canada will be a welcome new income option for farmers.’

“We have had a lot of interest in Canada, U.S. and abroad which is why David’s experience with UN projects to develop sustainable solutions will definitely be an asset for Earth Alive. David brings his passion for renewable and sustainable solutions to the world’s most pressing problems in every project he undertakes. Michael Warren Earth Alive CEO adds “I look forward to working with current and future farm participants of the Clean Fibre initiative. By looking at plant growth with a soil first approach, we can learn to get the greatest return from hemp cultivation for both the farmer and his soil.”

Hemp is a fiber crop that is experiencing rapid expansion in North America and around the world. Legislative changes are making it easier for farmers to produce hemp, which is an excellent option for crop rotation. Hemp has lower water requirements than other fiber crops; it is also highly regenerative for farm soils. Scaling up hemp production will require not only increasing the number of acres, but also maximizing crop yield and quality. Sustainable crop nutrition will be key.

Progress of the initiative can be followed at <http://www.cleanfiber.earthalivect.com>

About Earth Alive Clean Technologies

Earth Alive aims to be a key player in world markets of environmentally sustainable industrial solutions. The Company works with the latest innovations in microbial technology to formulate and patent innovative products that can tackle the most difficult industrial challenges, once only reserved to environmentally harmful chemicals and additives. The Company is focused on environmental sustainability in the agriculture industry and dust control for the mining industry. For additional company information, please visit: www.earthalivect.com.

Forward-Looking Information: *Certain information in this news release contains forward-looking information and forward-looking statements which reflect the current view of management with respect to the Company's objectives, plans, goals, strategies, outlook, results of operations, financial and operating performance, prospects and opportunities. Wherever used, the words "may", "will", "anticipate", "intend", "estimate", "expect", "plan", "believe" and similar expressions identify forward-looking information and forward-looking statements. Forward-looking information and forward-looking statements should not be reads as guarantees of future events, performance or results, and will not necessarily be accurate indications of whether, or the times at which, such events, performance or results will be achieved. All of the information in this news release containing forward-looking information or forward-looking statements is qualified by these cautionary statements. Readers are urged to consider the risks, uncertainties and assumptions carefully in evaluating the forward-looking information and forward-looking statements and are cautioned not to place undue reliance on such information and statements. The Company does not undertake to update any such forward-looking information or forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable laws.*

The CSE has neither approved nor disapproved the contents of this press release. The CSE does not accept responsibility for the adequacy or accuracy of this release.

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