

**IGNITE**  
INTERNATIONAL BRANDS, LTD.

**CSE: BILZ, OTCQX: BILZF**  
**WWW.IGNITE.CO**

**NOTICE:  
CANCELLATION OF CERTAIN OPTIONS**

**VAUGHAN, ONTARIO (September 18, 2020)** – IGNITE International Brands, Ltd. (CSE:BILZ, OTCQX: BILZF) (“**IGNITE**” or the “**Company**”), a global consumer packaged goods brand, is hereby providing notice of the cancellation 3,055,000 stock options (the “**Cancelled Options**”) granted to certain officers, directors, and employees of the Company. The Cancelled Options were voluntarily surrendered by the option holders for no consideration and immediately cancelled on September 18, 2020.

For further information, please contact:  
Linda K. Menzel, General Counsel  
Tel: 310-867-3859  
Email: linda.menzel@ignite.co