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FOR IMMEDIATE RELEASE

ISODIOL INTERNATIONAL INC. ALIGNS WITH SALESBIRD FOR U.S. AND GLOBAL HEMP CBD PRODUCT DISTRIBUTION

Isodiol increases its salesforce with established U.S. and international distribution for traditional and online consumer retail market expansion.

SEPTEMBER 17, 2020 – Vancouver, BC – [Isodiol International Inc.](#) (CSE: ISOL) (OTCQB: ISOLF) (FSE: LB6B.F) (the “Company” or “Isodiol”) is pleased to announce the execution of a non-exclusive distribution agreement with [SalesBird](#), LLC, a well-established U.S. and international sales distribution company. This strategic partnership is intended to augment Isodiol’s internal sales operations, expand market penetration to traditional brick-and-mortar and “big box” retailers, and aid the Company’s efforts with operating in a growing online sales environment. SalesBird holds more than 50-years of combined experience in sales, marketing, and brand management worldwide.

Marcos Agramont, CEO of Isodiol states, “We are excited to announce Isodiol’s partnership with SalesBird for added distribution with the Company’s Pawceuticals and Iso-Sport product lines. Implementing this strategic and analytical approach to sales, fuels Isodiol’s expansion plans in the U.S., Europe, and Mexico.”

The Company believes that SalesBird’s analytics and innovative models provide a clear path and strategy for the future of Isodiol sales. Isodiol’s partnership with SalesBird is expected to assist and guide Isodiol’s products through the ever-changing and evolving sales landscape, with actively driving e-commerce sales, entering into large retail stores, and with expanding market share. Management believes that the SalesBird partnership provides the opportunity to grow the Isodiol brand and place Isodiol as a visible industry leader within the hemp CBD retail marketplace in-stores and online.

Weston Harbaugh, COO of SalesBird states, “We are excited with the announcement of our recent partnership with Isodiol. Our entire team has been looking forward to it and we are ready to hit the ground running. Our team and Isodiol's leadership are working together to set a clear vision for the future. Our goal is to place Isodiol at the top of the CBD market as the leader in the industry.”

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“This strategic partnership represents a critical milestone in the restructuring efforts at Isodiol as we continue to prioritize product marketing and distribution strategies built from customer and industry data insights, while pivoting from the previous traditional single channel platforms”, said Andrew S. Alvis, President of Isodiol.

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ON BEHALF OF THE BOARD

ANDREW S. ALVIS
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ABOUT SALESBIRD

SalesBird’s DNA is based in sales. The Company analyzes, builds, and applies innovative models to products creating attraction from major retailers. With over 50-years of experience combined in sales, marketing, brand management, and franchises in the U.S., Latin America, and Asia, SalesBird’s ecosystem helps sales grow. For additional information visit <https://salesbird.co>

ABOUT ISODIOL INTERNATIONAL INC.

Isodiol International Inc. is focused on the nutritional health benefits that are derived from hemp and is a product development, sales, marketing, and distribution company of hemp-based Consumer Packaged Goods (CPG) and solutions. Isodiol has commercialized a 99%+ pure, naturally isolated CBD, including micro-encapsulations, and nano-technology for quality consumables and topical skin care products. Isodiol's growth strategy includes the development of over-the-counter and pharmaceutical drugs and continued international expansion into Latin America, Asia, and Europe. For additional information, visit <https://isodiol.com>

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Forward-Looking Information:

Certain information contained in this news release constitutes “forward-looking information” or “forward-looking statements” (collectively, “forward-looking information”). Without limiting the foregoing, such forward-looking information includes: statements regarding the distribution agreement with SalesBird, statements respecting SalesBird's analytics and innovative models providing a clear path and strategy for the future of Isodiol sales, Isodiol's partnership with SalesBird assisting and guiding Isodiol's products through the changing and evolving sales landscape, with actively driving e-commerce sales, entering into large retail stores, and with expanding market share. and any statements regarding the Company's business plans related thereto, expectations and objectives. In this news release, words such as “may”, “would”, “could”, “will”, “likely”, “believe”, “expect”, “anticipate”, “intend”, “plan”, “estimate” and similar words and the negative form thereof are used to identify forward-looking information. Forward looking information should not be read as guarantees of future performance or results, and will not necessarily be accurate indications of whether, or the times at or by which, such future performance will be achieved. Forward-looking information is based on information available at the time and/or the Company management's good faith belief with respect to future events and is subject to known or unknown risks, uncertainties, assumptions and other unpredictable factors, many of which are beyond the Company's control. For additional information with respect to these and other factors and assumptions underlying the forward-looking information made in this news release, see the Company's most recent Management's Discussion and Analysis and financial statements and other documents filed by the Company with the Canadian securities commissions and the discussion of risk factors set out therein. Such documents are available at www.sedar.com under the Company's profile and on the Company's website, www.isodiol.com. The forward-looking information set forth herein reflects the Company's expectations as at the date of this news release and is subject to change after such date. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, other than as required by law.

The CSE has not reviewed, approved or disapproved the content of this press release.