



Isodiol International Inc. Completes Acquisition of KURE™ Corp

*Kure has Established High End Stores Throughout the United States
Kure annualized unaudited fiscal 2018 revenues of \$10.7m CDN*

May 1, 2018 - Vancouver, BC – [Isodiol International Inc.](#) (CSE: [ISOL](#)) (OTC:[ISOLF](#)) (FSE: [LB6A.F](#)) (the “Company” or “Isodiol”), a global CBD innovator specializing in the development of pharmaceutical and wellness products, is pleased to announce that the Company has completed the merger acquisition of 100% of KURE™ Corp. a leading specialty vape retailer headquartered in Charlotte, North Carolina, with retail locations throughout the United States.

KURE specializes in the retailing of vaporizers and e-cigarettes, e-juices, and related accessories (kurevapes.com, kuresociety.com). The KURE Vaporium & Lounge™ is a modern and sophisticated retail environment and lounge catering to the vaping community. By elevating the environment and customer experience, KURE has paved a completely new path to the rapidly growing vaping and e-cigarette industry and operates e-juice bars and lounges with plans for rapid domestic and international expansion. Both Isodiol International Inc. and KURE are clients of [Level Brands](#), Inc. (NYSE American: [LEVB](#)), an innovative marketing and licensing company that provides bold, unconventional, and socially responsible branding for leading businesses.

KURE CEO Craig Brewer said, “This is a great day for all the shareholders of KURE and Isodiol. The KURE brand has been carefully built thanks to our incredibly loyal customer following. The KURE philosophy is to serve our customers the best selection of vape juices and hardware by the most knowledgeable customer service professionals, our own Kurators™. With over 200,000 customer transactions per year and growing, KURE’s knowledge base in the vape industry is exceptional. Our customers have been requesting CBD products for some time. We have been very diligent in making sure our products are safe and meet all applicable standards. In joining the Isodiol family, we will now be able to provide our devout customers the very best CBD products on the market.”

Marcos Agramont, CEO of Isodiol International said, “KURE adds a vertical dimension to our business plan that no other CBD company can claim. We now take CBD from the plant and deliver it to the end



customer through our own retail platform. Our new brand of kathy ireland® Health & Wellness products will debut in all KURE stores shortly. We share KURE's philosophy of "customer-first" and we know our customers are very excited about the new choices in the KURE stores. Craig and his management team will continue to consolidate the retail vape industry throughout North America under the Kure platform and we expect our store count to increase over the next 18-24 months."

Kathy Ireland®, Chairman Emeritus and Chief Brand Strategist of Level Brands says, "This merger is a tremendous opportunity for everyone involved. The Isodiol team is unlike anyone else in their category. Craig Brewer and the management team of KURE have implemented best in class branding strategies. The commitment of KURE™ and Isodiol to our I'M1 brand, Chef Andre Carthen and *kathy ireland*® Health & Wellness will serve our stakeholders, shareholders and customers in a powerful way. On behalf of Level Brands, it is exciting to say 'something wonderful is about to happen.'"

Martin Sumichrast, Chairman & CEO of Level Brands, Inc. said "This merger was a triumph for all parties and shows Level Brands' commitment to our clients. Isodiol and KURE are long-term clients of Level Brands and helping bring them together in such a powerful way is an extraordinary achievement".

KURE shareholders will receive 23,809,523 Isodiol shares in exchange for this KURE shares based on the closing of April 30th, 2018. Share based milestone payments are forthcoming if KURE achieves certain milestones for the fiscal years of 2018 and 2019. Isodiol has agreed to fund acquisition and development for the expansion of the KURE retail network. All Isodiol share payments are subject to a thirty-six month escrow release. All KURE shareholders of record as of April 27, 2018 will be mailed by May 7, 2018, a Letter of Transmittal detailing the terms and conditions of the transaction.

About Isodiol International Inc.

[Isodiol International Inc.](#) is the market leader in pharmaceutical grade phytochemical compounds and the industry leader in the manufacturing and development of CBD consumer products. Isodiol is the pioneer of many firsts for the cannabis industry including commercialization of 99%+ pure, pharmaceutical grade cannabinoids, micro-encapsulations, and nanotechnology for the highest quality consumable and topical skin care products and most recently received approval as having the first CBD designated as an Active Pharmaceutical Ingredient as was announced [April 26, 2018](#). Isodiol's growth strategy includes the development of over-the-counter and pharmaceutical drugs, expanding its



phytoceutical portfolio and will aggressively continue international expansion into Latin America, Asia and Europe.

About KURE™ Corp

KURE Corp. is a private company based in Charlotte, North Carolina that specializes in the distribution of vaporizing pens, e-Juices, and related accessories through its 12 specialty retail stores and online distribution sites. KURE's primary products are its distinct line of custom blended high-end flavored e-Juices, premium KURE brand vaporizers, as well as popular third party brands of advanced hardware and select eLiquids. All KURE products are available online and throughout its many store locations across the United States. KURE Vaporium™, KURE Society™, Kuriosity™, Kurators™ are all respective trademarks of KURE Corp. KURE's executives and principals are seasoned business entrepreneurs with decades individual expertise in taking start-ups from initial incubation to profitability. KURE's support staff has extensive product distribution and related industry experience. Its e-Juices can be purchased pre-bottled or freshly mixed by its staff of "Kurators", well-trained and experienced mixologists who can "blend" over 500,000 unique flavors from the KURE Juice On Tap™ bar. These KURE e-Juices are skillfully blended and served while customers shop, lounge and enjoy a selection of coffees, beverages, and snacks or simply vape and mingle with other like-minded enthusiasts. Visit kurevapes.com or kuresociety.com.

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ON BEHALF OF THE BOARD

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Forward-Looking Information: *This news release contains "forward-looking information" within the meaning of*



applicable securities laws relating to statements regarding the Company's business, products and future the Company's business, its product offerings and plans for sales and marketing. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Readers are cautioned to not place undue reliance on forward-looking information. Such forward looking statements are subject to risks and uncertainties that may cause actual results, performance and developments to differ materially from those contemplated by these statements depending on, among other things, the risks that the Company's products and plan will vary from those stated in this news release and the Company may not be able to carry out its business plans as expected. Except as required by law, the Company expressly disclaims any obligation, and does not intend, to update any forward-looking statements or forward-looking information in this news release. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct and makes no reference to profitability based on sales reported. The statements in this news release are made as of the date of this release.

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