



## **RISE Announces Hemp-based CBD Products for Sports Recovery and PMS**

Toronto, Ontario – (March 20, 2019) – RISE Life Science Corp. (CSE: RLSC) (the “Company” and/or “RISE”) expands its product portfolio with new offerings from its Life Bloom Organics brand launching in calendar Q1 2019 with even more products planned to roll out in Q2 2019.

In response to the Company’s growth and U.S. customer demands, Life Bloom Organics is adding two new oral spray formulas to its suite of product offerings. Athletes are a core client base of the existing Wellness formula, from avid runners and gym goers to cyclists, skateboarders and surfers. To meet their specific needs, RISE has developed a targeted Recovery Formula to enhance the daily routines of those with active lifestyles.

RISE is also announcing today the new PMS Formula to address requests from female fans of Life Bloom Organics seeking a product to help ease occasional discomfort stemming from common premenstrual symptoms.

“We’re thrilled to be introducing new oral sprays to fit our users’ individual daily needs. We have had such a strong response to the Life Bloom Organics portfolio, and the feedback has been so positive for the two core products that we’re now getting demands for additional targeted formulas,” explains RISE President Ryan Rocca. “Recovery Formula is designed for those looking for pre- and post-workout muscle recovery, as well as performance support during workouts, while PMS has been created to address the #1 request from our female customers.”

Recovery Formula features 120mg of organic hemp oil extract per bottle to help balance the body’s systems and deliver key botanical actives. Recovery Formula also contains L-carnitine L-tartrate, turmeric extract, glucosamine sulfate, creatine ethyl ester HCl and beta alanine.

PMS Formula also features the Life Bloom Organic brand’s core ingredient, 120mg of organic hemp oil extract, as well as vitamin B-6 paired with magnesium, calcium and chasteberry.

The two new Life Bloom Organics products are hemp extract oral sprays that pair organic, non-GMO hemp with proprietary nanotized technology for high-quality products designed to address everyday wellness.

Recovery Formula and PMS Formula retail for \$39.95 each and are available to U.S. purchasers at [lifebloomorganics.com](http://lifebloomorganics.com) and select retail locations. The two new products join

the existing range of products, Wellness Formula and Sleep Formula.

Life Bloom Organics' proprietary Nano hemp extract formulas can be found at natural health food markets, chiropractic offices, specialty retailers and dispensaries in New York and California, as well as online at [www.lifebloomorganics.com](http://www.lifebloomorganics.com).

### **About RISE Life Science Corp.**

RISE is currently developing and evolving medical and adult-use hemp-based formulations to create general use health and well-being products for the emerging consumer category made possible by the legalization of hemp in the United States pursuant to the Agricultural Improvement Act of 2018. The Company launched its CBD-based sexual wellness products in June 2018. The acquisition of Life Bloom Organics in July 2018 expanded RISE's portfolio of CBD products from sexual health and wellness products to include general wellness and sleep products and provides access to Life Bloom's existing channels of distribution and production in the United States and California in particular. RISE also leverages Life Bloom's proprietary process of nanotizing CBD for increased bioavailability (without psychoactivity) in future products created under the RISE brand umbrella.

### **Cautionary Statement Regarding Forward-Looking Information**

The Canadian Securities Exchange has not reviewed this news release and does not accept responsibility for the adequacy or accuracy of this news release.

Statements in this news release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed here and elsewhere in RISE's periodic filings with Canadian securities regulators. When used in this news release, words such as "will, could, plan, continue, estimate, expect, intend, may, potential, believe, should, target, goals, projections, anticipated" and similar expressions, are forward-looking statements. Forward-looking statements may include, without limitation, statements including the Company's expectations with respect to pursuing new opportunities and its future growth and other statements of fact.

Although RISE has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be as anticipated, estimated or intended, including, but not limited to: general economic conditions; pending and proposed legislative or regulatory developments including the impact of changes in laws, regulations and the enforcement thereof; reliance on funding models; operational and infrastructure risks including possible equipment failure and performance of information technology systems; intensifying competition resulting from established competitors and new entrants in the businesses in which the Company operates; insurance coverage of sufficient scope to satisfy any liability claims; fluctuations in total customers; technological change and obsolescence; loss of services of key senior management personnel; privacy laws; leverage and restrictive covenants; fluctuations in cash

timing and amount of capital expenditures; tax-related risks; unpredictability and volatility of the price of the Company's securities; dilution; and future sales of the Company's securities. Further risks include operational risks of operating in the U.S.; U.S. federal regulation risks; variation in U.S. state regulations; change of U.S. cannabis laws; security risks; risks related to permits and authorizations; risks related to potential acquisitions; risks on liability, enforcement complaints etc.; banking risks; marketing, sales, manufacturing and distribution risk regarding our product growth plans; changes in laws; limited operating history; reliance on management; requirements for additional financing; hindering market growth and state adoption due to inconsistent public opinion and perception of the medical-use and adult use cannabis industry; and regulatory or political change. There can be no assurance that such information will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. As a result of these risks and uncertainties, the results or events predicted in these forward-looking statements may differ materially from actual results or events. Accordingly, readers should not place undue reliance on forward-looking statements.

**For Investor inquiries, please contact:**

Scott Secord, Executive Chairman

[scottlsecord@gmail.com](mailto:scottlsecord@gmail.com)

T. 416.433.9259

**For Product Sales inquiries, please contact:**

[LBO@riselifescience.com](mailto:LBO@riselifescience.com)

**For Media inquiries, please contact:**

Tatem Fowler Public Relations

[kate@tatemfowler.com](mailto:kate@tatemfowler.com) and/or [karissa@tatemfowler.com](mailto:karissa@tatemfowler.com)