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NEWS RELEASE

November 14, 2023

PLANTFUEL COMPLETES ACQUISITION OF AMPLIFY NUTRITION INC.

Vancouver, British Columbia – PlantFuel Life Inc. (“**PlantFuel**” or the “**Company**”) (CSE: FUEL) (OTC: PLFLF) (FSE: BR1B) is pleased to announce that it has acquired (the “**Acquisition**”) all of the issued and outstanding common shares (the “**Amplify Shares**”) of Amplify Nutrition Inc. (“**Amplify**”), as previously announced on September 15, 2023, pursuant to a share exchange agreement dated September 15, 2023 between the Company, Amplify and the shareholders of Amplify (the “**Vendors**”).

In connection with the Acquisition, the Company acquired the Amplify Shares from the Vendors for an aggregate purchase price of \$950,000, which was paid through the issuance of 14,615,384 common shares of PlantFuel (the “**Consideration Shares**”) at a price of \$0.065 per Consideration Share.

Terms of the Transaction

Upon closing of the Acquisition, the Company will have 33,753,652 common shares issued and outstanding. The Consideration Shares represent approximately 43.3% of the Company’s issued and outstanding shares upon closing of the Acquisition. No new control person was created as a result of the Acquisition, which is not considered a Fundamental Change or Change of Business as defined by the policies of the Canadian Securities Exchange. The Company has agreed to issue 1,169,230 Company common shares to an arm’s-length finder.

A certain portion of the Consideration Shares distributed pro rata will be subject to a hold period expiring on the date which is four months and one day following the date of closing.

About PlantFuel Life Inc.

PlantFuel Life Inc. is a scientifically focused, plant-based wellness company managed by successful entrepreneurs with extensive experience in the areas of consumer-packaged goods, manufacturing, logistics, and distribution.

For further information, please visit <https://plantfuellife.com/> or contact:

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Forward - Looking Information Cautionary Statement

This news release contains “forward-looking information” and “forward-looking statements” within the meaning of applicable securities laws (the “forward-looking statements”), within the meaning of applicable Canadian securities legislation, including statements relating to the number of issued and outstanding shares and the hold period. . Forward-looking statements are statements that are not historical facts and are generally, although not always, identified by words such as “expect,” “plan,” “anticipate,” “project,” “target,” “potential,” “schedule,” “forecast,” “budget,” “estimate,” “intend” or “believe” and similar expressions or their negative connotations, or that events or conditions “will,” “would,” “may,” “could,” “should” or “might” occur. All such forward-looking statements are based on the opinions and estimates of management as of the date such statements are made. These forward-looking statements are made as of the date of this news release. Readers are cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the future circumstances, outcomes or results anticipated in or implied by such forward-looking statements will occur or that plans, intentions or expectations upon which the forward-looking statements are based will occur.

While we have based these forward-looking statements on our expectations about future events as at the date that such statements were prepared, the statements are not a guarantee that such future events will occur and are subject to risks, uncertainties, assumptions and other factors which could cause events or outcomes to differ materially from those expressed or implied by such forward-looking statements. Such factors and assumptions include, the effects of general economic conditions, changing foreign exchange rates and actions by government and regulatory authorities, the effects of COVID-19, both positive and negative, the future of the market for PlantFuel programs and misjudgments in the course of preparing forward-looking statements. In addition, there are known and unknown risk factors which could cause our actual results, performance or achievements to differ materially from any future results, performance or achievements expressed or implied by the forward-looking statements. Known risk factors include risks associated with the impact of general business and economic conditions, unexpected changes in market and technological trends and governmental policies and regulations affecting the Company, PlantFuel’s ability to continue onboarding clients, risks related to global pandemics, influence of macroeconomic developments, business opportunities that become available to, or are pursued by PlantFuel; reduced access to debt and equity capital, litigation, increasing interest rates, the volatility of the stock market, competition, future sales or issuances of debt or equity securities, use of proceeds, dividend policy and future payment of dividends, liquidity, and the market for PlantFuel’s securities. Although we have attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. We are under no obligation to update or alter any forward-looking statements except as required under applicable securities laws. For the reasons set forth above, undue reliance should not be placed on forward-looking statements.]