

Sweet Earth Holdings Announces New Addition to Muscle Recovery Line

Vancouver, British Columbia--(Newsfile Corp. - July 21, 2020) - Sweet Earth Holdings Corp. (CSE: SE) (FSE: 1KZ1) ("Sweet Earth") is pleased to announce that it is to release two new additions to its Muscle Recovery Line of CBD infused products to add to its award-winning CBD product line^[1]. Sweet Earth hopes to continue its expansion into the growing market for men's and women's natural health products. Although the two new products (figure 1) are available for immediate North America distribution, the Company plans on making the CBD Cooling Gel and CBD Hot Cold Muscle Rub available internationally, pending approvals. The Company already has hemp body rubs available for international markets, as hemp products are approved in most international jurisdiction.

According to Harvard Medical School's Harvard Health Publishing^[2], a CBD applied on the skin could help lower pain and inflammation, which makes it an ideal ingredient for muscle recovery products. Men's Health quoting 132 Neurology that was published in Frontiers Neurology also support the CBD's anti-inflammatory benefits^[3].



Figure 1: CBD Cooling Gel and CBD Hot Cold Muscle Rub

To view an enhanced version of this graphic, please visit:

https://orders.newsfilecorp.com/files/3581/60161_b47f6090a497b814_002full.jpg

Cooling Gel (left figure)

A cooling, hydrating after workout gel infused with 640 mgs of CBD.

Hot Cold Muscle Rub (right figure)

A vibrant and powerful icy-hot sensation with cooling menthol gel infused with 640 mgs of CBD.

Both CBD Gels are Leaping Bunny certified and are infused in a **vegan mixture of essential** oils with a pleasant spa quality scent.

Products are available on its website: <https://sweetearthskincare.com/>

Global market insights forecast the global cannabidiol market for 2026 to grow to US\$ 89 billion. The largest segment (51%) is forecast to be in the area of pain management^[4], which is forecast to have a greater contribution than marijuana to the overall cannabidiol market. Of the global market, approximately 61% (US\$54.0 BN) is expected to be attributed to North America.

Amrik Virk, President of Sweet Earth, commented, "the Company continues to create new cutting-edge products in industry segments of high CAGR. We see opportunities in the CBD infused muscle recovery market segment for young active users as well as growing middle aged and senior populations."

About Sweet Earth

Sweet Earth is a vertically integrated "farm to shelf" hemp grower with a farm in Applegate, Oregon, that maintains a full line of hemp and CBD products for the US and global market. Its products combine CBD with herbal and organic ingredients, all of which are selected for their beneficial properties to soothe, rejuvenate, and reduce inflammation. In addition to high-end finished products, Sweet Earth prides itself on sustainability by minimizing the use of plastics in both production and packaging.

The products are certified organic and Leaping Bunny accredited^[5], the latter which assures consumers that products are cruelty-free cosmetics from a Company supporting animal friendly products. The new sports line products will follow the Company's "farm to shelf" credo thus assuring superior production quality throughout the entire manufacturing process.

Sweet Earth's in-house genetics team has been working on its own proprietary hemp strain. This strain has been grown in its indoor greenhouse resulting in high yielding CBD rich flower. Sweet Earth looks forward to planting this new strain outdoors for the 2020 season. Sweet Earth products are sold on its website: www.sweetearthcbd.com.

ON BEHALF OF THE BOARD

"Amrik Virk"

Amrik Virk Director

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Neither the Canadian Securities Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.

[1] The Company announced in a May 27, 2020 news release

[2] Source: Harvard Medical School Home: Peter Grinspoon, MD updated April 15, 2020

[3] Source: Men's Health March 14, 2019 author Stacy Leasca

[4] <https://www.gminsights.com/industry-analysis/cannabidiol-cbd-market>

[5] Accreditation requires the final product to be cruelty-free. Many companies brand themselves as cruelty-free but still use raw materials that have been tested on animals; Sweet Earth assures its customers that all its production, in addition to being organic are 100% animal friendly.



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