

Thoughtful Brands Comments on Recent Promotional Activity

VANCOUVER, BRITISH COLUMBIA, CANADA (September 2, 2020) – **Thoughtful Brands Inc.** (CSE: **TBI**; FSE: **1WZ1**; OTCQB: **PEMTF**) (the “**Company**” or “**Thoughtful Brands**”) has been asked by OTC Markets Group Inc. (“**OTC Markets**”) to comment on recent promotional activity concerning its common shares traded on the OTCQB.

On August 31, 2020, OTC Markets sent the Company copies of two articles purportedly distributed by SmallCapFirm. The articles indicate that SmallCapFirm was engaged to disseminate the information in the articles by StockNewsWire LLC, which was itself engaged by Elektrik Dojo, LLC. (“**Elektrik Dojo**”). While the Company has engaged Elektrik Dojo to provide advertising and digital marketing services, the Company was not involved in preparation of the articles, and only became aware of the articles following notification by OTC Markets on August 31, 2020.

The Company does not believe that statements referencing it in the articles were false or misleading. The Company has been advised by OTC Markets that OTC Markets takes the position that aspects of the statements were overly promotional. The Company wishes to caution readers that these statements are speculative in nature. For more complete and specific information regarding the Company, its prospects and the risks associated with those prospects, readers should consult the Company’s website and other reliable sources.

The Company does not believe the promotional activities were a factor in the recent increase in trading volume in the Company’s common shares on the OTCQB which occurred on August 28, 2020. Instead, the Company attributes the increase to the announcement on August 28, 2020 of the launch of a new operational subsidiary, eCommerce Tech, LLC.

After an inquiry by management, the Company’s officers, directors, controlling shareholders (defined as shareholders owning ten percent or more of the Company’s securities) and third-party service providers engaged to provide investor relations services, public relations services or marketing on behalf of the Company, have not sold or purchased securities of the Company in the past ninety days.

In the last twelve months, the Company has engaged the following parties to provide investor relations services, public relations services, marketing or other related services: Agora Internet Relations Corp., Elektrik Dojo, LLC, Native Ads Inc., Proactive Investors North America Inc., Stockwatch, Winning Media LLC and the Rosen Group. In the last twelve months, the Company has not issued any convertible instruments or securities allowing conversion to equity securities at prices constituting a discount to the current market price at the time of issuance.

About Thoughtful Brands Inc.

Thoughtful Brands Inc. is an eCommerce technology company that researches, develops, markets, and distributes natural health products through various brands in North America and Europe. Through continuous strategic acquisitions, the Company has a strong footprint in the CBD market, as well as the burgeoning psychedelic medicine sector.



CSE: TBI
FWB: 1WZ1
OTCQB: PEMTF

ON BEHALF OF THE BOARD OF DIRECTORS

THOUGHTFUL BRANDS INC.

Ryan Hoggan
Chief Executive Officer

For further information, readers are encouraged to contact Joel Shacker, President at +604.423.4733 or by email at info@thoughtful-brands.com

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this press release, which has been prepared by management.

Cautionary Note Regarding Forward-Looking Statement

All statements in this press release, other than statements of historical fact, are "forward-looking information" with respect to the Company within the meaning of applicable securities laws. The Company provides forward-looking statements for the purpose of conveying information about current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. By its nature, this information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. These risks and uncertainties include but are not limited to those identified and reported in the Company's public filings under the Company's SEDAR profile at www.sedar.com. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, 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 such information will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. 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 unless required by law.