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**Sire Bioscience Inc. Announces Sale of Leamington Property,  
a Proposed Non-Brokered Private Placement and Resignation of Director**

**MISSISSAUGA, Ontario, January 18, 2021 – Sire Bioscience Inc. (CSE:SIRE) (OTC:BLLXF) (FSE:BR1B) (“Sire” or the “Company”)** announces that it has entered into an agreement for the sale of the Leamington property that is held by the Company’s wholly-owned subsidiary, Best Cannabis Products Inc., and which will also settle all amounts owed pursuant to a vendor take back mortgage on the Leamington property (full details of the vendor take back mortgage and the Leamington property can be found in the Company’s Form 2A *Listing Statement* dated August 22, 2019 and filed on the Company’s SEDAR profile at [www.sedar.com](http://www.sedar.com)). Under the terms of the agreement, the Company will: (a) transfer ownership of the property to Reno Vespa (“**Reno**”), Giovanni Vespa (“**Giovanni**”) and Franca Vespa (“**Franca**”); and (b) make a total cash payment of \$300,000 and issue a total of 500,000 common shares of the Company to Reno, Giovanni and Franca. In return, the Company will receive a full and final release from each of Reno, Giovanni and Franca with respect to any and all amounts owed to them, including with respect to the vendor take back mortgage on the property and any amounts in connection therewith.

Additionally, the Company is pleased to announce a proposed non-brokered private placement (the “**Private Placement**”) of up to 29,000,000 common shares (the “**Shares**”) at a price of \$0.05 per Share for gross proceeds of up to \$1,450,000. The Company intends to use the proceeds from the Private Placement for completion of the sale of the Leamington property, inventory, marketing, a US expansion, working capital and for general corporate purposes.

All securities issued will be subject to a four month hold period pursuant to securities laws in Canada.

The Company also announces that Adrian Burke has resigned as a director of the Company. The Company wishes Mr. Burke success in his future endeavors.

*The securities to be issued pursuant to the Private Placement have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "1933 Act"), or under any state securities laws, and may not be offered or sold, directly or indirectly, or delivered within the United States absent registration or an applicable exemption from the registration requirements.*

*The Canadian Securities Exchange ("CSE") has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.*

**About Sire Bioscience Inc.**

Website: [sirebioscience.com](http://sirebioscience.com)

Socials: [@sirebioscience](https://twitter.com/sirebioscience)

**About Sire Bioscience Inc.**

SIRE is headquartered in Mississauga, Ontario, and is managed by a group of successful entrepreneurs who have extensive experience in the areas of consumer packaged goods, manufacturing, logistics, and distribution. SIRE is a CPG life science company focused on the plant-based foods and supplements industry.

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

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved".

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements.

An investment in securities of the Company is speculative and subject to several risks including, without limitation, the risks discussed under the heading "Risks Factors" in the Company's Listing Statement dated August 22, 2019 and filed on the Company's SEDAR profile. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in the forward-looking information and forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended.

In connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by this notice.