



**SIMPLY BETTER BRANDS CORP.
ANNOUNCES SUCCESSFUL COMPLETION OF ITS OTC (QB) LISTING**

VANCOUVER, BC -- October 15, 2021 - Simply Better Brands Corp. ("SBBC" or the "Company") (TSX Venture: SBBC) (OTCQB: PKANF) announces today has completed its listing on the U.S. trading market today with its common shares being posted on the OTC (QB) under the symbol "PKANF". The Company will continue to trade on the TSX Venture Exchange under the symbol "SBBC".

SBBC includes a portfolio of brands focusing on health and wellness for its customers in the rapidly growing plant-based, natural, and clean ingredient space. The Company's brands are distributed through both its e-commerce platforms as well as brick and mortar retail channels. SBBC's largest market is in the United States and are also geographically expanding brands into Latin America, Mexico, the UK and parts of South America. The Company's key brands are Purekana (CBD), Tru (Plant based protein bars) and No BS (clean ingredient skin care).

More than 10,000 companies trade on OTC (over-the-counter) markets. Developing international companies often enter the U.S. stock market through an OTC listing. Eligible companies must be current in reporting and undergo annual verification.

Brian Meadows, CFO of SBBC stated, "We are pleased to announce our listing on the OTC (QB) markets. This accomplishment will expand access to shares in the Company tremendously for US investors."

To purchase shares of SBBC, consult a brokerage firm or an online broker that allows OTC trading.

About Simply Better Brands Corp.

Simply Better Brands Corp. leads an international omni-channel platform with diversified assets in the emerging plant-based and holistic wellness consumer product categories. The Company's mission is focused on leading innovation for the informed Millennial and Generation Z generations in the rapidly growing plant-based, natural, and clean ingredient space. The Company continues to focus on expansion into high-growth consumer product categories including CBD products, plant-based food and beverage, and the global pet care and skin care industries. For more information on Simply Better Brands Corp., please visit: <https://www.simplybetterbrands.com/investor-relations>.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Contact Information

Simply Better Brands Corp.
Brian Meadows
Chief Financial Officer
+1 (855) 553-7441
ir@simplybetterbrands.com

Forward-Looking Information

Certain statements contained in this news release constitute "forward-looking information" and "forward looking statements" as such terms are used in applicable Canadian securities laws. Forward-looking statements and information are based on plans, expectations and estimates of management at the date the information is provided and are subject to certain factors and assumptions, including, that the Company's financial condition and development plans do not change as a result of unforeseen events and that the Company obtains regulatory approval. SBBC's obligation to close will be subject to TSX Venture Exchange approval and standard closing conditions for transactions of this nature, including, among other things, (i) accuracy of representations and warranties and compliance with covenants and obligations, (ii) no material adverse effect, (iii) the absence of litigation, restraining orders, injunctions or other legal restraints and (iv) receipt of required regulatory and third party consents, legal opinions, officers' and secretary's certificates, (v) signing of employment agreements, or approval of existing employment agreements with key individuals as determined by SBBC, (vi) other customary closing documentation and conditions. Forward-looking statements and information are subject to a variety of risks and uncertainties and other factors that could cause plans, estimates and actual results to vary materially from those projected in such forward-looking statements and information. Factors that could cause the forward-looking statements and information in this news release to change or to be inaccurate include, but are not limited to, the risk that any of the assumptions referred to prove not to be valid or reliable, that occurrences such as those referred to above are realized and result in delays, or cessation in planned work, that the Company's financial condition and development plans change, and delays in regulatory approval, as well as the other risks and uncertainties applicable to the CBD or broader wellness industries and to the Company, and as set forth in the Company's annual information form available under the Company's profile at www.sedar.com. The Company undertakes no obligation to update the forward-looking statements and information, other than as required by applicable law.