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B R A N D S

FOR IMMEDIATE RELEASE

**SIMPLY BETTER BRANDS CORP.'S NO B.S. SKINCARE BRAND LAUNCHES IN WALGREENS NATIONALLY
IN THE UNITED STATES**

No BS Skincare continues expanding its brick-and-mortar footprint by launching its Clean Skincare Products in in 4,450 Walgreens stores



VANCOUVER, British Columbia, October 25, 2023 (GLOBE NEWSWIRE) — Simply Better Brands Corp. (TSX Venture: SBBC) (OTCQB: PKANF), a growing wellness company in the clean ingredient plant, food and beauty space, is thrilled to announce a significant distribution expansion milestone for its [No BS Skincare brand](#), launching into 4,450 [Walgreens](#) stores across the United States. The anticipated launch is set to take place the last week of October 2023, further solidifying No BS Skincare's commitment to providing high quality, clean and potent products to a wider audience.

No BS Skincare has garnered recognition for its dedication to transparency and authenticity in a complex industry often characterized by exaggerated claims and harmful/toxic ingredients included into formulations. The No BS Skincare's mission to simplify skincare and deliver products that truly work without any of the BS (bad stuff) has resonated with consumers, leading to rapid growth and a loyal customer base.

CEO Diana Briceno expressed her excitement about the upcoming Walgreens launch, stating, "As clean skincare is growing at a rate of the category, we are seeing retailers refresh their

assortment. This new expansion is a significant milestone for No BS Skincare and a testament to our dedication to making clean and effective skincare accessible to all. By joining forces with Walgreen's, we continue our retailer expansion journey, adding to our successful partnerships with CVS, Newslink, and BJ's Wholesale Club. We are confident that this strategic collaboration will allow us to reach even more consumers who seek clean and reliable skincare solutions."

As part of the anticipated Walgreens launch, No BS Skincare is excited to offer a selection of 6 top sellers to Walgreens customers and skincare enthusiasts alike, including the recently launched "Intensive Overnight Pimple Patches" that flatten pimples with the power of calamine and salicylic acid. Another of the standout products to be featured, is No B.S.' best-selling "Caffeine Eye Cream" enriched with hyaluronic acid, quinoa extract, and squalane.

No BS Skincare is dedicated to maintaining its commitment to deliver products that are cruelty-free, honest, accessible, and potent, all while using clean ingredients and none of the toxic additives.

For more information about No BS Skincare and its products, please visit www.livenobs.com. Customers can also find No BS Skincare products at Walgreens stores nationwide in the United States starting October 2023.

About No BS Skincare:

No BS Skincare is a trusted skincare brand that believes in honesty and simplicity. With a focus on clean, effective ingredients and a dedication to transparency, No BS Skincare offers a range of products designed to deliver real results without any of the B.S. The No BS Skincare's mission is to empower individuals to take control of their skincare routines and provide them with reliable, no-nonsense solutions. No BS Skincare goes above and beyond industry standards by banning over 1600 ingredients in their products. This commitment ensures that customers can trust the safety and quality of every No BS Skincare product.

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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 wellness, natural, and clean ingredient space. The Company continues to focus on expansion into high-growth consumer product categories including plant-based food, clean ingredient skincare and plant-based wellness. 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.

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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, among others, that the Company's financial condition and development plans do not change as a result of unforeseen events, the impact of the COVID-19 pandemic, the regulatory climate in which the Company operates, the Company's ability to execute on its business plans, distribution plans, reliance on a consistent supply chain, and claims relating to the efficacy and results of the Company's products. Specifically, this news release contains forward-looking statements relating to, but not limited to, the statements with respect to the launch of No BS Skincare's brand nationally in the United States in Walgreens.

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, changing consumer preferences, the impacts of

COVID-19, that the Company's financial condition and development plans change, ability to obtain necessary regulatory approvals and product viability and risk, as well as the other risks and uncertainties applicable to the Company and the industries in which it operates, and as set forth in the Company's filings available under the Company's profile at www.sedar.com.

There is no representation by the Company that actual results achieved will be the same in whole or in part as those referenced in the forward-looking statements and the Company does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities law.