



SIMPLY BETTER BRANDS' PUREKANA RECOGNIZED AS A TOP TEN CBD COMPANY IN BRIGHTFIELD GROUP RESEARCH STUDY

VANCOUVER, British Columbia, May 31, 2021 (GLOBE NEWSWIRE) -- Simply Better Brands Corp. (the "**Company**") (TSX Venture: **SBBC**) is proud to highlight results from Brightfield Group's quarterly report naming its majority-owned CBD subsidiary company, PureKana, LLC, ("**PureKana**"), as a top ten CBD company. Brightfield Group's reports and rankings are the highest standard in the CBD sector, assessed using the most comprehensive datasets in the industry. PureKana's placement as a top ten company on Brightfield's most recent report highlights the Company's growth as a globally recognized brand producing the highest quality and all-natural CBD products.

"We are thrilled at receiving this Top 10 ranking in a category of over 3,000 brands while ranking #4 in brand awareness. Every day at PureKana, our mission is to create memorable experiences and products for our consumers through innovation," says Simply Better Brands CEO Kathy Casey. "To be recognized in such a meaningful way by our industry's CBD community is yet another mark of distinction demonstrating our company's commitment to excellence, and how we are elevating from our competition."

The Brightfield report notes that PureKana is most known among CBD consumers for its "high quality" products and "ability to improve well-being." Consumer feedback reported a top-tier 91.8% percent overall satisfaction rating with 91.1% of users likely to repeat purchase or recommend the brand to others. As insight into why consumers purchase PureKana, Brightfield's top brand descriptors include "Reliable," "Calming," and "Trustworthy".

"By diligently surrounding high-quality natural ingredients with science-based, active ingredient formulas, we have built a loyal following with relief seekers and stressed out millennials," continues Kathy Casey. "We prioritize our customers' experiences above all else."

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://purekana.com/investor-relations/>.

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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 are typically identified by words such as "may", "will", "should", "could", "anticipate", "expect", "project", "estimate", "forecast", "plan", "intend", "target", "believe" and similar words suggesting future outcomes or statements regarding an outlook. Although these forward-looking statements are based on assumptions the Company considers to be reasonable based on the information available on the date such statements are made, such statements are not guarantees of future performance and readers are cautioned against placing undue reliance on forward-looking statements. By their nature, these statements involve a variety of assumptions, known and unknown risks and uncertainties, and other factors which may cause actual results, levels of activity, and achievements to differ materially from those expressed or implied by such statements. The forward-looking statements contained in this press release are based on certain assumptions and analysis by management of the Company ("Management") in light of its experience and perception of historical trends, current conditions and expected future development and other factors that it believes are appropriate. The forward-looking statements contained in this press release speak only as of the date hereof and are expressly qualified by this cautionary statement.

Specifically, this news release contains forward-looking statements relating to, but not limited to: completion of proposed acquisitions, including of TRU Brands; expansion capabilities of No B.S. Skincare and TRU Brands; expansion plans for PureKana; the Company's plans for continued M&A activity in specific industry sectors to drive top line growth and profitability; projected results of operations during 2021, including specific sales growth targets; the effects of COVID-19 on retail; planned international sales growth in key markets; sales growth in the beauty industry; timing for closing the TRU Brands acquisition; the Company's plan to build a direct-to-consumer platform catering to Millennial and Gen-Z consumers; operating synergies; the Company's acquisition activities; growth of an opportunities in the Company's business segments, including wellness, beauty, plant based foods, and others.

The material factors and assumptions used to develop the forward-looking statements herein include, but are not limited to, the following: (i) the impact of the COVID-19 pandemic; (ii) the regulatory climate in which the Company operates; (iii) the sales success of the Company's products; (iv) the success of sales and marketing activities; (v) the Company's ability to complete acquisitions; (vi) there will be no significant reduction in the availability of qualified and cost-effective human resources; (vii) new products will continue to be added to the Company's portfolio; (viii) consumer demand for the Company products will continue to grow in the foreseeable future; (ix) there will be no significant barriers to the acceptance of the Company's products in the market; (x) the Company will be able to maintain compliance with applicable contractual and regulatory obligations and requirements; (xi) there will be adequate liquidity available to the Company to carry out its operations; (xii) products do not develop that would render the Company's current and future product offerings undesirable and the Company is otherwise able to minimize the impact of competition and keep pace with changing consumer preferences; and (xiii) the Company will be able to successfully manage and integrate acquisitions and take advantage of synergies from acquisitions.

The Company's forward-looking statements are subject to risks and uncertainties pertaining to, among other things, the adverse impact of the COVID-19 pandemic to the Company's operations, supply chain, distribution chain, and to the broader market for the Company's products, revenue fluctuations, nature of government regulations (both domestic and foreign), economic conditions, loss of key customers, retention and availability of executive talent, competing products, common share price volatility, loss of proprietary information, product acceptance, internet and system infrastructure functionality, information technology security, cash available to fund operations, availability of capital, international and political considerations, the successful integration of acquired businesses, and including but not limited to those risks and uncertainties discussed in the Company's other filings with securities regulators. The impact of any one risk, uncertainty, or factor on a particular forward-looking statement is not determinable with certainty as these are interdependent, and the Company's future course of action depends on Management's assessment of all information available at the relevant time. Except to the extent required by law, the Company assumes no obligation to publicly update or revise any forward-looking statements made in this press release, whether as a result of new information, future events, or otherwise. All subsequent forward-looking statements, whether written or oral,

attributable to the Company or persons acting on the Company's behalf, are expressly qualified in their entirety by these cautionary statements.

These foregoing lists are not exhaustive. Additional information on these and other factors which could affect the Company's operations or financial results are included in the Company's other public documents on file with the Canadian Securities regulatory authorities on www.sedar.com.

The above summary of assumptions and risks related to forward-looking statements in this news release has been provided in order to provide shareholders and potential investors with a more complete perspective on the Company's current and future operations and such information may not be appropriate for other purposes. 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.

This news release contains financial outlook information about prospective results of operations, which are subject to the same assumptions, risk factors, limitations and qualifications as set forth in the above paragraphs. The financial outlook information was approved by Management as of the date of this news release and was provided for the purpose of providing further information about the Company's anticipated future business operations. Readers are cautioned that reliance on such information may not be appropriate for other purposes. The Company disclaims any intention or obligation to update or revise any financial outlook information contained in this news release, whether as a result of new information, future events or otherwise, unless required by applicable securities law.

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