



Simply Better Brands Corporation accelerates its U.S.-Based distribution of TRUBAR™ with an expanded footprint at Costco

Women-founded, Women-led Nutrition Brand Expands Dessert-inspired, Plant-Based Protein Bars into More Costco Locations

VANCOUVER, British Columbia, January 20, 2022 (GLOBE NEWSWIRE)—Simply Better Brands Corp. (the “**Company**” or **Simply Better Brands**) (TSX Venture: SBBC) (OTCQB: PKANF) is pleased to announce their continued regional expansion at Costco. After a successful rotation in the Southeast region late last year, TRUBAR will now be back in distribution in the Southeast region of the U.S., including the planned states of FL, GA, NC, TN, AL, SC, MS and Puerto Rico), as well as select buildings in the Northwest region in WA, OR, AK, and ID.

Their plant-based protein bar, TRUBAR, introduces a first-of-its-kind food category, where delicious, dessert-inspired flavor meets clean and simple ingredients. Depending on the building, Costco will be carrying a dual pack of “Oh Oh Cookie Dough” and “Daydreaming About Donuts” flavors or a dual pack of “Oh Oh Cookie Dough” and “Smother Fudger Peanut Butter”.



“The expanded buildings in Costco complement our broad distribution at other U.S.-based strategic retailers like Amazon, Whole Foods, Fresh Thyme and Walgreens,” said CEO at Simply Better Brands, Kathy Casey. “As Costco is a shopper destination for snack bars, we are thrilled to see our offer outperforming the category.”

Obsessed with blurring the lines between healthy and delicious, TRUBARs have tapped into an entirely new space, which they're coining as Indulgent Nutrition™. "For so long consumers endured the reality that most snacks either taste good, yet use unrecognizable ingredients, or they use clean ingredients—and taste like cardboard," said Co-Founder and CEO at TRUBRANDS, Erica Groussman. "One of my big goals when bringing TRUBARs into emerging markets is to simplify the shopping experience, making it easier for those who aim to eat better but aren't willing to sacrifice taste in the rapidly growing plant-based, natural, and active lifestyle space."

Building upon the success of the initial TRUBAR offering, TRUBRANDS plans to extend its flavor options and enter other consumer-centric subcategories.

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>.

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Forward-Looking Information

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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 annual information form available under the Company's profile at www.sedar.com.

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