



SIMPLY BETTER BRANDS CORP. PARTNERS WITH LIMELIGHT TO ACCELERATE CBD KIOSK EXPANSION

Vancouver, BC – May 11, 2021 – Simply Better Brands Corp. (the "**Company**") (TSX Venture: SBBC), along with its majority-owned CBD subsidiary company, PureKana, LLC, ("**PureKana**"), is pleased to announce that it has partnered with Limelight Automated Retail LLC ("**Limelight**") to bring its -leading CBD brand PureKana to Limelight's automated self-service TRUYU CBD Kiosks.

Limelight's TRUYU CBD Kiosks are an innovative new turn-key retail solution that promise to disrupt how CBD products are purchased, increase distribution of top CBD brands and deliver a premium consumer experience that highlights valuable product and category education. Each kiosk is centrally controlled by the Limelight team, headquartered in Greenville, TX and individually designed and programmed.

PureKana's industry-leading portfolio, including its flavored pure hemp-derived CBD oils, sleep aids, immunity boosts, vegan gummies, soothing topical creams and capsules, will be stocked in all Limelight TRUYU kiosks nationally.

TRUYU kiosks feature 7" user-friendly, interactive, instructional screens to provide consumers with CBD product search and comparisons based on category, need-state and brand, a 50" video screen to provide consumers with education so they can make informed purchasing decisions, an elevator retrieval system that protects products from damage and drops and a conveyor track delivery system with the flexibility to stock product of any size, increasing product variety.



"Simply Better Brands is delighted to partner with Limelight to provide our customers with yet another education-driven retail CBD experience," said Kathy Casey, CEO of Simply Better Brands Corp. "This collaboration allows PureK to continue to build capability for our leading PureKana CBD brand while continuing to expand our omni-channel retail footprint."

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 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. 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 industry and to the Company, as set forth in the Company's Filing Statement in respect of its qualifying transaction filed 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.

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