

March 12, 2019



Better Choice Company Announces Launch of 9 New CBD Product SKUs

NEW YORK, March 12, 2019 (GLOBE NEWSWIRE) -- Better Choice Company, Inc (OTCQB: BTTR) (OTC QB: SENZ) (the "Company") today announced the launch of 9 new hemp-based canine cannabidiol ("CBD") product SKUs as the integration of TruPet and Bona Vida continues to accelerate.

The new CBD products will be available online at www.bonavida.com shortly, and include the following SKUs:

- Relaxation & Heart Support CBD Chews
- Muscle & Joint CBD Chews
- Skin & Body CBD Chews
- Freeze Dried Beef Topper with CBD
- Freeze Dried Duck Topper with CBD
- Freeze Dried Turkey CBD Chews
- Freeze Dried Beef CBD Chews
- Freeze Dried Duck CBD Chews
- Freeze Dried Whitefish CBD Chews

"We are excited to announce this significant corporate milestone for Better Choice as we continue to expand within the global hemp and CBD market," said Damian Dalla-Longa, Co-CEO of BTTR. "Our corporate finance, operational and regulatory infrastructure is creating the world's leading animal health and wellness platform and we are excited about the company's very near-term growth prospects."

"With the introduction of 9 new hemp-based CBD canine products, Better Choice continues to deliver on our corporate mission of developing products that create longer, better lives for pets, and peace of mind for pet parents," Said Lori Taylor, Co-CEO. "Our ability to bring high quality CBD products to market quickly emphasizes the power of our consolidated platform with TruPet and Bona Vida. We are building a transformational business within the CBD industry and look forward to watching Better Choice grow globally over the next 24 months."

On March 1, 2019 the Company announced definitive agreements to acquire TruPet LLC and Bona Vida, Inc, and on March 5, 2019 the Company announced the appointment of Damian Dalla-Longa and Lori Taylor as Co-CEOs of the Company.

About Better Choice Company, Inc.

At the foundation of Better Choice is the belief that good health practices and nutrition contribute to and promote a higher quality of life. Recently, Better Choice entered into

definitive agreements to acquire TruPet an online seller of pet foods, flea and tick products pet nutritional products and related pet supplies and Bona Vida, an innovative emerging CBD platform, focused on developing a portfolio of brand and product verticals within the animal and human health and wellness space. For more information, please visit <https://www.betterchoicecompany.com>.

About TruPet, LLC.

TruPet, LLC and TruDog, a division of TruPet, were founded in 2013 by Lori Taylor. The family-owned animal health company based in Ohio currently employs 52 animal-loving employees. The company began after founder Lori Taylor lost her Great Dane, Truman, to cancer at an early age. Determined to find out why her vibrant dog developed cancer, she set out to learn the truth about pet products. Through her research, she discovered that most commercial products simply do not provide the level of nutrition and quality that dedicated pet parents demand, so she developed her own brand of freeze dried, biologically appropriate raw products for dogs. TruDog is the first division of TruPet LLC, which is currently launching lines of food, supplements, and pet care products for dogs, cats, and horses. The company is named in honor of Truman, the Great Dane who sparked the search for better pet products.

About Bona Vida Inc.

Bona Vida is a developer of a portfolio of brand and product verticals within the animal and adult health and wellness space and plans to become the preeminent player in the hemp-derived CBD industry. Importantly, Bona Vida will only be sourcing CBD from industrial hemp. Bona Vida is developing and operating in the hemp-derived CBD space and will focus on the following markets: Pets (dogs and cats), veterinary, livestock and human health and wellness. For more information, please visit: www.bonavida.com. Bona Vida can be reached at: info@bonavida.com.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding TruPet and Bona Vida's plans to expand its business and goals including the proposed acquisition of both TruPet and Bona Vida. The words "believe," "may," "estimate," "continue," "anticipate," "intend," "should," "plan," "could," "target," "potential," "is likely," "will," "expect" and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. Some or all of the results anticipated by these forward-looking statements may not be achieved. Important factors that could cause actual results to differ from those in the forward-looking statements include our inability to reach a definitive agreement with the principal TruPet and Bona Vida investors, the ability to complete a financing future short-term market for our common stock and the market for microcap companies in general. Further information on our risk factors is contained in our filings with the SEC. Any forward-looking statement made by us herein speaks only as of the date on which it is made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

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