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IONICBRANDS

IONIC Launches Lucid Green Revolutionary Technology Platform to Enhance Ionic Certified Clean Program

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VANCOUVER, British Columbia, April 30, 2019 (GLOBE NEWSWIRE) -- IONIC Brands Corp., formerly Zara Resources Inc. (CSE: IONC; FRA: IB3) ("**IONIC BRANDS**" or the "**Company**") is pleased to announce that IONIC BRANDS flagship brand Ionic is first to launch Lucid Green, Incorporated ("Lucid Green" or "LG") revolutionary technology platform designed to enhance trust and transparency in the cannabis industry as an enrichment to the Ionic Certified Clean Program.

Lucid Green is a powerful platform designed to provide vital safety information about cannabis products. By simply scanning the package's QR code with a smartphone camera, Lucid Green provides access to a library of product specific insights instantaneously - including test results, dosage guidance, effects and more, while also earning Ionic loyalty rewards. Lucid Green is a technology company that was the first in the cannabis industry to develop a direct-to-consumer data platform, that enables consumers to have a safe, consistent and enjoyable cannabis experience. Lucid Green will hit shelves on Ionic packaging in early May 2019. IONIC BRANDS is the first company to launch LG in California and will be expanding the LG platform to Washington, Oregon and Nevada.

IONIC BRANDS Chairman and CEO John Gorst states "In an effort to craft the finest quality products on the market and provide our customers with true and accurate information, we have paired our *Ionic Certified Clean* program with the trust and transparency Lucid Green platform . *Certified Clean* means that every product that leaves our facilities meets or exceeds State mandates on pesticide testing. This is conducted by individually testing every batch. Our pairing of *Certified Clean* with *Lucid Green* allows IONIC BRANDS to provide consumers with the highest quality products, with the best curated experiences. This testing ensures that we deliver to our customers the safest and cleanest products possible. IONIC Brands strategy strives to create unyielding brand loyalty through safe and effective products that results increase product demand."

"Ionic sets the bar for trust and transparency in California by partnering with Lucid Green to ensure that consumers have all the information they need to have a safe, consistent and enjoyable experience. Everyone knows how to take a photo with their phone. It's like getting personal guidance from the most knowledgeable budtender in the world - by just aiming your phone at the product in your hand and clicking on the link that pops up! We created Lucid Green to create a standard that drives trust, transparency and guidance in the cannabis retail environment," says Larry Levy, Co-Founder and CEO, Lucid Green Inc.

The Company also announces the granting of 5,700,000 stock options to officers, directors, employees and consultants of the Company on April 11, 2019. Stock options have an exercise price of $0.65 per share, exercisable for over a five-year period and vests 50% immediately, 25% after three months and the balance after nine months from the date of grant.

About IONIC Brands Corp

IONIC BRANDS is a national cannabis holdings company based in Washington, led by a team of successful entrepreneurs. The company is focused on building a multi-state consumer-focused cannabis concentrate brand portfolio focusing on the premium and luxury segments. The cornerstone Brand of the portfolio, IONIC, is an accomplished #1 vaporizer brand in Washington State has aggressively expanded throughout the west coast of the United States and is currently operating in Washington, Oregon, Nevada and California. IONIC BRANDS' strategy is to be the leader of the highest-value segments of the cannabis market and expand nationally.

ON BEHALF OF THE BOARD OF DIRECTORS

"John Gorst"

John Gorst
Chairman and CEO

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All statements, other than statements of historical fact, included herein are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. The risks are without limitation: the price for cannabis and related products will remain consistent and the consumer demand remains strong; availability of financing to the Company to develop the retail locations; retention of key employees and management; changes in State and/or municipal regulations of retail operations and changes in government regulations generally. Important factors that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time with the Canadian Securities Exchange, the British Columbia Securities Commission, the Ontario Securities Commission and the Alberta Securities Commission.