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Pressure BioSciences Announces UltraShear Nano-CBD Roll-Out Program Enters Rapid Expansion Phase of Distribution and Partnering

During Interview with "Cannabis Talks" (Cannabis and Hemp Insider), CEO Ric Schumacher Reveals Transition into Aggressive Growth Phase for Revolutionary Nano-CBD with U.S. Retailers and Wholesalers

SOUTH EASTON, MA / ACCESSWIRE / July 17, 2023 /Pressure BioSciences, Inc. (OTCQB:PBIO) ("PBIO" or the "Company"), a global leader in the development and sale of broadly enabling, high-pressure-based equipment, consumables, and specialty testing services to the worldwide nutraceuticals, cosmeceuticals, biotherapeutics, food and beverage, and other industries, announced today in an interview with renowned cannabis business authority Jeffrey Friedland that PBIO was now advancing into Phase 2 of commercialization of its revolutionarily-effective, UltraShear™-processed nanoemulsified CBD topical spray, transitioning from early, targeted sales and marketing efforts into rapid expansion plans for its nationwide and global distribution base.

Jeffrey Friedland, the CEO of FC Global Strategies and a thought-leader in the cannabis, hemp and CBD industries, is an author quoted in publications including the Wall Street Journal, New York Times, USA Today, Forbes, Bloomberg TV, NBC.com, and other leading business periodicals, a sought-after speaker at conferences globally, and is the host of online interview programs including "Business Connect Insider," "Medical and Pharma Insider," "Emerging Technology Insider" and "Cannabis and Hemp Insider." Click here to hear Mr. Friedland's interview with PBIO's President and CEO, Mr. Richard T. Schumacher: [PBIO Video Interview July 16, 2023](#)

Mr. Schumacher explained in the interview: "There has been significant noise in the CBD and broader cannabis markets from companies touting a nanoemulsion offering in the past few years, but none are able to match UltraShear's capability to deliver tightly controlled nano-droplet sizes in the sub-100 nm range, with rock-solid stability, easily and affordable scaled-up production efficiency, and elimination of the metal contamination resulting from the most commonly-used competitive technology today. We initially hand-picked a small, select group of retailers for our first round of efforts in the sale and distribution of our Nano-CBD Topical Spray product, which allowed us to explore and optimize factors like product formulation, CBD concentration targets, bottle and dispenser technology, product size and packaging configuration, pricing, and shipping logistics. This first phase of activity was extremely productive in answering those questions. We now have a confidently-designed product and an accumulation of powerful UltraShear Nano-CBD Topical Spray user testimonials."

Mr. Schumacher continued: "Effective this week, we enter PBIO's Phase 2 of our Nano-CBD commercialization strategy with rapidly expanding efforts to welcome and integrate many additional retailers and wholesalers across the USA, while we introduce and establish our uniquely fast-acting and potent Nano-CBD topical spray to the broader U.S. and global markets. As we have mentioned in recent news releases, independent research by a leading cannabis academic team has dramatically confirmed our UltraShear-processed Nano-CBD product to have uniquely differentiated performance over all existing known CBD products (compared to the gold standard of IV infusion), and we anticipate the release of those results in a peer-reviewed scientific journal in the near future."

Pressed by Mr. Friedman to discuss the expected impact of this announced Phase 2 upon PBIO's business results for the remainder of 2023 and beyond, Mr. Schumacher concluded: "We anticipate signing up over 20 retailers and wholesalers in the remainder of 2023, with an estimated incremental revenue impact of \$2-3 million over 2022 results. We also plan to launch our UltraShear Nano-CBD Oral Spray product this October. Over the next 12 months, our goal is to sign and launch at least 50 new UltraShear Nano-CBD retailers and wholesalers, and to achieve at least \$10M in incremental revenue impact in 2024. This is a very exciting transition time for our team, our investors, and for the world of CBD and cannabis users!"

About Pressure BioSciences, Inc.

Pressure BioSciences, Inc. (OTCQB:PBIO) is a global leader in providing innovative, broadly enabling, high pressure-based solutions for a range of industries, including biotechnology, pharmaceutical, nutraceutical, cosmeceutical, and agrochemical, as well as food and beverage manufacturing. Our products utilize both constant and alternating pressure. Our patented enabling technology platform, Pressure Cycling Technology (PCT), utilizes alternating cycles of pressure to control bio-molecular interactions (such as cell lysis and biomolecule extraction) safely and reproducibly. PCT-based products are beginning to be widely used for biomarker and target discovery, drug design and development, biotherapeutics characterization and quality control, soil & plant biology, forensics, and counter-bioterrorism applications. We have recently expanded our market opportunities with the acquisition of the BaroFold™ patented technology platform, allowing us to enter the biopharma contract services and GMP manufacturing equipment sector. We have also developed the scalable and high-efficiency pressure-based UltraShear Technology™ (UltraShear™) platform, which allows for the creation of stable nanoemulsions of otherwise immiscible fluids. It also allows for the preparation of higher quality, homogenized, extended shelf-life or room temperature-stable low-acid liquid foods that cannot be effectively preserved using existing non-thermal technologies. Our commitment to innovation and cutting-edge technology has established PBIO as a leader in the high-pressure industry, providing unique and effective solutions to our customers.

Forward Looking Statements

This press release contains forward-looking statements. These statements relate to future events or our future financial performance and involve known and unknown risks, uncertainties and other factors that may cause our or our industry's actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed, implied, or inferred by these forward-looking statements. In some cases, you can identify forward-looking statements by

terminology such as "may," "will," "should," "could," "would," "expects," "plans," "intends," "anticipates," "believes," estimates," "predicts," "projects," "potential" or "continue" or the negative of such terms and other comparable terminology. These statements are only predictions based on our current expectations and projections about future events. You should not place undue reliance on these statements. In evaluating these statements, you should specifically consider various factors. Actual events or results may differ materially. These and other factors may cause our actual results to differ materially from many forward-looking statements. These risks, uncertainties, and other factors include, but are not limited to, the risks and uncertainties discussed under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 31, 2022, and other reports filed by the Company from time to time with the SEC. The Company undertakes no obligation to update any of the information included in this release, except as otherwise required by law.

For more information about PBI and this press release, please click on the following website link: <http://www.pressurebiosciences.com>

Please visit us on Facebook, LinkedIn, and Twitter.

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