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**BETTER CHOICE**  
C O M P A N Y

# Better Choice Company Appoints Four New Board of Director Members

NEW YORK, March 22, 2019 (GLOBE NEWSWIRE) -- Better Choice Company, Inc (OTCQB: BTTR) (OTCQB: BTTRD) (the "Company") today announced the appointment of Lori Taylor, Damian Dalla-Longa, Jeff Davis and Michael Galego to join Michael Young on the Board of Directors.

"We are pleased to have Lori, Damian, Jeff and Michael join our company board, each of whom are well-respected professionals with extensive industry, marketing and financial experience," stated Michael Young, Director of Better Choice Company. "Together, we will prove to be an effective and well-rounded board, each with unique skill-sets and expertise that will allow us to work cohesively and grow our business."

## **Full Board of Director Backgrounds:**

Michael Galego has been the Chairman of the board of directors as of March 15, 2019 and served as director of ICC Labs Inc since October 2018. Michael served as an attorney at Osler, Hoskin & Harcourt LLP from 2006 to 2010, focusing on merger and acquisitions, corporate finance, and securities laws. From 2010 to 2016, Michael Galego served as counsel to Pacific Rubiales Energy Corp., Gran Colombia Gold Corp., PetroMagdalena Energy Corp., and CGX Energy Inc. Furthermore, Michael was the Chief Executive Officer of the Stronach Group, Agricultural Division, a division of the family office of Frank Stronach, from 2016 to 2017. Michael was also a co-founder and director of ICC Labs from 2015 to 2018, which was the first South-American-licensed producer of cannabis and the first recreational cannabis producer to be listed on a public stock exchange and led its sale to Aurora Cannabis in November 2018. Michael was named to *Lexpert Magazine's* "Top 40 Under 40" in 2013 and he is currently a member of the board of directors of Western Atlas Resources, Apolo II Acquisition Corp. and Apolo III Acquisition Corp.

Michael Young has served as Director since December 2018 and is the Founding Partner of Cottingham Capital since January 2017. From March 2016 to January 2017, Michael was Managing Director and Co-Head of Global Trading at GMP Securities Toronto. From July 2012 to March 2016, Michael worked as Managing Director and Head of US Equity Trading at GMP Capital USA in New York and was previously a Director at Nuverra and ICC Labs.

Lori Taylor is Better Choice Company's Co-Chief Executive Officer since March 4, 2019 and has been a member of the board of directors since March 15, 2019. Prior to her Co-CEO position, Lori was the Chief Executive Officer of TruPet, which she founded, leading it to be named #39 on Inc.com's list of fastest-growing private companies in the United States in 2018. Since April of 2009, Lori served as the Chief Executive Officer of RevMedia Marketing LLC and through her leadership, was named a *Forbes* Top 50 Social Media Power Influencer in 2012 and 2013 and a *Forbes* Top 20 Female Social Media Influencer in 2013.

Damian Dalla-Longa is Co-Chief Executive Officer alongside Lori since March 4, 2019, and has been a member of the board of directors since March 15, 2019. Before being acquired

by Better Choice Company, Damian was the Chief Executive Officer of BonaVida since October 2018. Additionally, Damian worked as a Partner at Albaron Partners since August 2017 and from April 2016 to May 2017, Damian worked as Sector Head at Magnetar Capital. From August 2012 to March 2016, he was an Investment Analyst at King Street Capital Management and has extensive experience investing in, and operating, commodity-related and consumer-facing businesses.

Jeff Davis, who has been as a member of the Board of Directors since March 15, 2019, is the Founder and CEO of Molio Inc., a venture-backed, creative and media analytics agency. Prior to being CEO, Jeff worked in several roles at Procter & Gamble for a total of 23 years, where he spent time in numerous product sectors (consumer-packaged goods, pharmaceuticals and beauty). After retiring from Procter & Gamble in 2009, Jeff became director and CEO of Orabrush Inc., which was acquired by DenTek Oral Care, Inc. in 2015. Jeff is currently a member of the board of directors for Fabric, Curza, Dermaflage, the Hale Centre Theatre, and the Lassonde Entrepreneur Institute at the University of Utah.

### **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 and <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](http://www.bonavida.com). Bona Vida can be reached at: [info@bonavida.com](mailto:info@bonavida.com).

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