

December 2, 2021



Better Choice to Participate at the 10th Annual ROTH Deer Valley Corporate Access Event on Thursday, December 9th

Management will also host a webinar on Friday, December 10th at 2:00 p.m. ET

NEW YORK, Dec. 02, 2021 (GLOBE NEWSWIRE) -- Better Choice Company (NYSE: BTTR) (the "Company" or "Better Choice"), an animal health and wellness company, today announced participation at the 10th Annual ROTH Deer Valley Corporate Access Event December 8-11, 2021 to be held at the Montage Deer Valley in Park City, Utah.

During the event Scott Lerner, CEO, will participate in industry panel – Food and Beverage - on Thursday, December 9, 2021 at 12:45 p.m. MT / 2:45 p.m. ET and be available throughout for 1x1 meetings with the investment community. To schedule a meeting please reach out to your ROTH Capital Partners representative or KCSA Strategic Communications by emailing Valter@KCSA.com and to register please [click here](#).

Additionally, Sharla Cook, CFO, Donald Young, EVP Sales, and Robert Sauermann, EVP Strategy, will be hosting the "A BTTR Team" webinar on Friday, December 10, 2021 at 2:00 p.m. ET. To attend, register [here](#).

About Better Choice Company Inc.

Better Choice Company Inc. is a rapidly growing pet health and wellness company committed to leading the industry shift toward pet products and services that help dogs and cats live healthier, happier and longer lives. We take an alternative, nutrition-based approach to pet health relative to conventional dog and cat food offerings and position our portfolio of brands to benefit from the mainstream trends of growing pet humanization and consumer focus on health and wellness. We have a demonstrated, multi-decade track record of success selling trusted pet health and wellness products and leverage our established digital footprint to provide pet parents with the knowledge to make informed decisions about their pet's health. We sell the majority of our dog food, cat food and treats under the Halo and TruDog brands, which are focused, respectively, on providing sustainably sourced kibble and canned food derived from real whole meat, and minimally processed raw-diet dog food and treats. For more information, please visit <https://www.betterchoicecompany.com>.

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Source: Better Choice Company, Inc.