

April 22, 2019



VITALIBIS™

Vitalibis Launches its Better People, Better Planet™ Initiative with Earth Day 2019 Campaign

LAS VEGAS, April 22, 2019 (GLOBE NEWSWIRE) -- [Vitalibis, Inc.](#) (OTCQB: V CBD), a technology based formulator of premium hemp-based cannabidiol (CBD) wellness products, has launched its Earth Day 2019 campaign in conjunction with its '[Better People, Better Planet™](#)' initiative. The campaign aligns with Vitalibis' social mission of supporting critical parts of our global ecosystem.

Supporting non-profits is the foundation of Vitalibis' Better People, Better Planet™ initiative. Several studies have shown that over 80% of consumers purchase a product because a company advocated for an issue they cared about. Vitalibis advocates monthly to help protect bees, trees and sharks. Every month Vitalibis provides a percentage of product sales to the general funds of several non-profits including [Planet Bee Foundation](#), [One Tree Planted](#), and [Shark Allies](#).

Between April 18 and April 27, 2019, Vitalibis will donate 10% of their product sales to these three amazing non-profit organizations.

Planet Bee Foundation

Every \$10 donation educates a child through Planet Bee Foundation's school programs. Planet Bee utilizes hands-on, educational workshops to increase awareness of the current bee crisis, and engages individuals and communities to take action. They are dedicated to inspiring a green minded generation through environmental stewardship by working with schools, non-profits, summer camps, environmental centers, community gardens and businesses to build long lasting care of the struggling honey bee and other pollinators. 1/3 of every bite you take is made possible by pollinators!

[Shop Vitalibis](#) and we'll give an additional 20% of your product sale to Planet Bee Foundation.

One Tree Planted

Every \$1 helps plant 1 tree. It's that simple. One Tree Planted is dedicated to reforestation and planting trees around the world: North America, South America, Asia, and Africa. They also aim to raise awareness about the importance of trees, offer businesses a simple sustainability solution, and motivate younger generations to do something positive for the environment. Every tree matters.

[Shop Vitalibis](#) and we'll give an additional 20% of your product sale to One Tree Planted.

Shark Allies

Sharks help keep the balance in ocean ecosystems. Shark Allies goes beyond raising awareness – they focus on real education and legislative action to save and protect sharks. The most urgent issues involve stopping the trade of shark fins and to banning drift nets. A staggering 100 million sharks are killed each year and for some species, their populations have declined more than 90% in recent decades. Love them or not, we need sharks, because we need a healthy ocean.

[Shop Vitalibis](#) and we'll give an additional 20% of your product sale to Shark Allies.

Steven Raack, CEO and Co-Founder of Vitalibis said, "Earth Day is a great annual rally point to spread awareness and inspire positive environmental change. We're happy to support Earth Day 2019 and also believe it's important to do good things throughout the year. We allocate a percentage of our monthly product sales to support our trusted non-profits and we've partnered with the [Carbon Fund](#) to offset our carbon footprint. Doing good is part of our DNA. It's important to us, and we know it's important to our Customers and Ambassadors."

About Vitalibis, Inc.

Vitalibis (OTCQB: V CBD) is a socially conscious brand focused on people, products and the planet. We are a technology based formulator of premium, full spectrum phytocannabinoid rich hemp products with naturally occurring

cannabidiol (CBD), along with safe personal care and nutritional products. Our Ambassador program combines the best elements of social selling, ecommerce and affiliate marketing into one innovative program - empowering our people and social mission driven ecosystem. For additional information, please visit www.vitalibis.com.

Forward Looking Statements

This news release includes forward-looking statements that reflect Vitalibis Inc. current expectations about its future results, performance, prospects and opportunities. Vitalibis, Inc. has tried to identify these forward-looking statements by using words and phrases such as "may", "will", "expects", "anticipates", "believes", "intends", "estimates", "should", "typical", "we are confident" or similar expressions. These forward-looking statements are based on information currently available to the Company and are subject to a number of risks, uncertainties and other factors that could cause the Company's actual results, performance, prospects or opportunities for the remainder of 2019 and beyond to differ materially from those expressed in, or implied by, these forward-looking statements.

Investor Contact:

Chris Tyson
Managing Director
MZ Group - MZ North America
949-491-8235
VCBD@mzgroup.us
www.mzgroup.us



Source: Vitalibis Inc.