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VITALIBIS™

Vitalibis Engages MZ Group to Lead Strategic Investor Relations and Shareholder Communication Program

LAS VEGAS, March 18, 2019 (GLOBE NEWSWIRE) -- [Vitalibis, Inc.](#) (OTCQB: V CBD), a technology based formulator of premium hemp-based wellness products with naturally occurring cannabidiol (CBD), has engaged international investor relations specialists MZ Group (MZ) to lead a comprehensive strategic investor relations and financial communications program across all key markets.

MZ Group will work closely with Vitalibis management to develop and execute a complete capital markets strategy designed to increase the Company's visibility throughout the investment community. Through structured campaigns, the team will highlight recent business successes including: the commercial launch of its full consumer product line that fulfill health and nutritional needs, recent launch of its proprietary E-commerce SaaS platform and its new strategic business alliance with Bruce Lee Beverage. The investor campaign will also complement upcoming catalysts including: new innovative product launches, macro influencer partnerships and full deployment of its Ambassador program.

MZ has developed a distinguished reputation as a premier resource for institutional investors, brokers, analysts and private investors. The firm maintains offices worldwide, including New York, Chicago, Minneapolis, San Diego, Aliso Viejo, Austin, Taipei, and São Paulo. Additionally, MZ Group was recently ranked the No. 1 consultancy in Latin America and No. 7 in the world in business communication.

Managing Director and Head of MZ North America's Orange County Office, Chris Tyson, will be advising Vitalibis in all facets of corporate and financial communications, including the coordination of roadshows and investment conferences across key cities and building brand awareness with all financial and social media outlets.

Chris Tyson, Managing Director of MZ Group North America said: "Vitalibis is a unique socially conscious wellness brand with a CBD backbone that utilizes one of the industry's best in class extraction processes, which in turn produces a safe and very high-quality consumer product. Leveraging its proprietary technology SaaS platform to deliver a multi-channel sales strategy will enable Vitalibis to generate an elevated gross margin profile versus other direct to consumer comparables as it scales during full commercial launch in the upcoming months. We look forward to communicating the value proposition as the company achieves upcoming financial and operational milestones," concluded Tyson.

"We have been tracking the entire hemp CBD sector for some time looking for an emerging disruptor whose products were sourced from the highest quality strains utilizing the best extraction processes," stated Ted Haberfield, President of MZ Group North America.

"During our due diligence, we discovered the market was very crowded, fragmented and comprised of few good and many bad players with respect to Good Manufacturing Practices (GMP) for the extraction of cannabis oil. After several meetings with Vitalibis learning about their supply chain, extraction processes and company vision, we discovered that Vitalibis represented a substantial differentiator in the CBD sector not only as an operator, but also as a technology innovator," concluded Haberfield.

Steven Raack, CEO and Co-Founder of Vitalibis stated: "This is an exciting time for Vitalibis as we continue to execute our development and growth strategies. We continue to build out our team with key alliances and look forward to working with the entire team at MZ Group. Together, we will elevate our investor communications and awareness, while building long-term shareholder value.

"We look forward to showcasing our signature products and introducing our new macro influencer during the 31st Annual ROTH Conference being held on March 18-19, 2019 at MZ's Booth #55. Attendees are welcome to sample some of our top selling wellness products," concluded Raack.

About MZ Group

MZ North America is the U.S. division of MZ Group, a multinational company and the world's largest independent investor relations and corporate communications firm. MZ, founded in 1999, combines capital markets intelligence, global investor targeting, IR technology, corporate governance, media and corporate communication and IR consulting, providing comprehensive programs that successfully build and manage shareholder value. With a team of highly experienced senior professionals and an integrated service portfolio, MZ ensures that companies are provided with the right tools and strategies to interact effectively with the investment community and the media, successfully conveying the investment message. MZ's market intelligence, advisory and tactical support activities for investor relations and corporate communications programs are underpinned by a comprehensive IT infrastructure, allowing companies to rapidly achieve global standards of best practices. For more information, please visit www.mzgroup.us.

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.

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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 of opportunities for the remainder of 2019 and beyond to differ materially from those expressed in, or implied by, these forward-looking statements.



Source: Vitalibis Inc.