

True Leaf Launches ‘True Hemp’ Pet Chews at US Debut

True Leaf collaborates with Pet Industry Experts to unveil product for US distribution at world’s largest pet trade show



Vancouver, BC – March 03, 2016 – A success wherever they’re sold in Canada, True Leaf International Ltd.’s (CSE: MJ) (FRANKFURT: TLA) hemp-based chews for dogs will soon be available for sale in the United States – and the company is celebrating the

occasion with a new name and new packaging for the US market.

The Global Pet Expo, with over 3,113 booths and 3000 new product launches, takes place from March 16-18 in Orlando, Florida and is the world’s largest annual pet industry trade show - the perfect stage to unveil the newly branded TRUE HEMP™ pet chews in the US.

True Leaf plans to start shipping its line of innovative pet chews to US stores this spring, not long after unveiling them at the Global Pet Expo. The functional chews for dogs have been available in Canada and online since December, 2015.

Sold in Canada as TRUE LOVE™, TRUE SPIRIT™ and TRUE CALM™, the products were developed by True Leaf and officially launched on September 20th, 2015 at the Pijac Canada show in Toronto, Canada’s largest annual pet industry trade show.

The brand refresh for all three formulations to TRUE HEMP™, emphasizes the importance of hemp as the primary active ingredient, said True Leaf CEO Darcy Bomford. “Hemp is the main functional ingredient for each formula and a source of Omega 3, 6, 9 and GLA, a substance known to support the body’s response to inflammation”, he said.

“What really sets us apart from the crowd is not only our Canadian-sourced hemp, but also the other functional ingredients we use to boost its effectiveness”, he said. “We’ve created fantastic new formulas with hemp, plus Green Lipped Mussel from New

Zealand, Turmeric Root Extract, Omega 3 derived from Algae, Pomegranate Extract, Chamomile, Lemon Balm, etc. We have three great products that provide support for joint function, calming and overall good health that live up to our 'Quality of Life' focus.”

For its US launch, True Leaf has called on the expertise of [Pet Industry Experts](#) LLC, a consulting firm headed by the founder of pet industry giant PetSmart, Jim Dougherty.

With more than 120 years of combined sales, marketing, distributing and manufacturing experience in the pet industry, PIE is in a strong position to help True Leaf achieve its goals for TRUE HEMP™ chews in the US.

“PIE recently joined forces with True Leaf and we anticipate a successful debut for their new True Hemp Pet chews at the upcoming Global Pet Expo in Orlando, FL” said Jim Dougherty.” The PIE team has been fielding calls about True Leaf and we are expecting a fantastic response at the show.”

For more information about TRUE HEMP™ and True Leaf at the Global Pet Expo, please contact: info@trueleaf.com or phone Alison Ruks at 778.475.5323.

About True Leaf Medicine International Ltd:

True Leaf Medicine International Ltd, through its wholly-owned subsidiary ‘True leaf Pet’, is entering the \$60 billion pet industry with a line of hemp-focused pet chews and supplements marketed through natural pet health and veterinary channels in Canada and the US. The company has also filed an application under Health Canada’s Marihuana for Medicinal Purposes Regulations (MMPR) to become a Canadian licensed producer through its ‘True Leaf Medicine’ subsidiary. It has passed through the preliminary and enhanced screening process of Health Canada’s review and is currently awaiting security clearance and ‘pre-licensing inspection’ approval.

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