

Psyched Wellness Hires Del Mahabadi as Digital Marketing Consultant to Drive AME-1 Product Launch

Toronto, Ontario--(Newsfile Corp. - December 14, 2021) - **Psyched Wellness Ltd. (CSE: PSYC) (OTCQB: PSYCF) (FSE: 5U9)** (the "**Company**" or "**Psyched**") a life sciences company focused on the production and distribution of artisanal functional and psychedelic mushrooms, is pleased to announce that it has hired Del Mahabadi as Digital Marketing Consultant to drive the launch of the Company's AME-1 products to market next year.

Ms. Mahabadi is a highly successful marketer and leader with a long track record of helping organizations effectively develop and execute marketing strategies, enabling growth. Her specialties lie in using digital marketing to raise a company's public profile, increase consumer engagement and develop powerful and profitable ways to further connect with consumers. She has led several creative digital marketing strategies over a variety of industries, including cosmetics, government, and arts and culture.

Ms. Mahabadi holds a Bachelor of Science degree from Ryerson University, a Postgraduate Degree in Communications and Digital Marketing, and a Diploma in Data Science. In addition, she runs a nonprofit organization, supported by Google for Nonprofits, the Federal Government of Canada, and Factor Canada. In 2021, Del was a finalist for the Arts and Cultural Leadership award of the Ontario Arts Council.

Psyched Wellness Chief Commercial Officer, Matthew Singh, commented, "Del joining our team is an integral step as we transition to a CPG entity and bring our AME-1 products to market. She has a wealth of experience creating brands that disrupt the status-quo and then evolve to become household names. Del has facilitated the growth of tincture-based products, like Deciem, and we are eager to learn from her knowledge and experience. We are also excited to launch our new website, product pre-sales, and evolved brand strategy, in the coming weeks."

Ms. Mahabadi added, "Psyched Wellness is driving innovation in the psychedelic mushrooms industry with the aim of developing products that can help with stress relief, relaxation and restful sleeping. I am delighted to join the Psyched Wellness team at such a pivotal time of growth, and look forward to bringing about change with the launch of our AME-1 products next year."

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Neither the Canadian Securities Exchange nor its Regulation Services Provider have reviewed or accept responsibility for the adequacy or accuracy of this release.

About Psyched Wellness Ltd.:

Psyched Wellness Ltd. is a Canadian-based health supplements company dedicated to the distribution of mushroom-derived products and associated consumer packaged goods. The Company's objective is to create premium mushroom-derived products that have the potential to become a leading North American brand in the emerging functional food category. The Company is in the process of developing a line of Amanita muscaria-derived water-based extracts, teas and capsules designed to help with three health objectives: promote stress relief, relaxation and assist with restful sleeping.

Cautionary Statement Regarding Forward-Looking Information and Statements

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. These statements relate to future events or future performance. The use of any of the words "could", "intend", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company's current belief or assumptions as to the outcome and timing of such future events. The forward-looking information and forward-looking statements contained herein include, but are not limited to, statements regarding: the ability of the Company to develop Amanita Muscaria-derived products; the safety of Amanita Muscaria consumption and the safety and purity of any extracts thereof; and (ii) the uses and potential benefits of Amanita Muscaria.

Forward-looking information in this news release are based on certain assumptions and expected future events, namely: the Company's ability to continue as a going concern; the Company's ability to continue to develop its mushroom-derived products and associated consumer packaged goods; continued approval of the Company's activities by the relevant governmental and/or regulatory authorities; and the continued growth of the Company.

These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements, including but not limited to: the potential inability of the Company to continue as a going concern; risks associated with potential governmental and/or regulatory action with respect to the Company's operations; competition within the psychedelics market; risks with respect to the safety of Amanita Muscaria consumption and the safety and purity of any extracts thereof; and the risk that there is no potential benefit of Amanita Muscaria consumption.

Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated.

Forward-looking statements contained in this news release are expressly qualified by this cautionary statement and reflect the Company's expectations as of the date hereof and are subject to change thereafter. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.



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