



Else Products Now Available in All 50 US States, Expanding Baby, Toddler, and Kids Nutrition Choices Nationwide

- *Else Nutrition is now a national brand available in over 10,000 stores across more than 3,000 cities in the U.S.*
- *Available in over 2500 stores across Canada*



VANCOUVER, British Columbia, June 06, 2023 -- **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F)** ("Else" or the "**Company**"), announces that its revolutionary products are now available in more than 10,000 stores in the United States, solidifying its position as a leading plant-based baby and kids nutrition brand in the North American market.

The expansion into over 10,000 stores in the United States marks a significant milestone for Else Nutrition, reflecting the increasing demand for its products among health-conscious parents. Additionally, with the 2,500 stores in Canada, Else products are now available in more than 12,500 stores in North America.

Else Nutrition's growth extends beyond just availability in a few regions. The brand's products can now be found in all 50 states, catering to families nationwide. Moreover, Else Nutrition has established a presence in over 3,000 cities, ensuring access for parents from diverse communities looking for plant-based complete nutrition options for their children.

"This milestone is a testament to the trust and support we have garnered from families across North America," said Hamutal Yitzhak, CEO and Co-Founder of Else Nutrition. "We are incredibly proud to offer a plant-based alternative that not only meets the nutritional needs of growing children but also supports their overall health and well-being. With our expanded presence in over 10,000 stores in the United States and our continued growth in Canada, we are well-positioned to continue our mission of providing a healthier more sustainable nutrition choices for our children."

About Else Nutrition Holdings Inc.

Else Nutrition Holdings Inc. (TSXV: BABY, OTCQX: BABYF, FSE: OYL) is a food and nutrition company in the international expansion stage focused on developing innovative, clean, and plant-based food and nutrition products for infants, toddlers, children, and adults. Its revolutionary, plant-based, non-soy formula is a clean-ingredient alternative to dairy-based formulas. Since launching its Plant-Based Complete Nutrition for Toddlers, made of whole foods, almonds, buckwheat, and tapioca, the brand has received thousands of powerful testimonials and reviews from parents, gained national retailer support, and achieved rapid sales growth.

Awards and Recognition:

- "2017 Best Health and Diet Solutions" award at Milan's Global Food Innovation Summit
- #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category
- "Best Dairy Alternative" Award 2021 at World Plant-Based Expo
- Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category
- During September 2022, Else Super Cereal reached the #1 Best Seller in Baby Cereal across all brands on Amazon

Investor Relations Contact:

RBMG – RB Milestone Group LLC
Trevor Brucato, Managing Director
E: Baby@rbmilestone.com
www.rbmilestone.com

Lytham Partners, LLC
Mr. Ben Shamsian
New York | Phoenix
E: shamsian@lythampartners.com
P: 646-829-9701

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This press release contains statements that may constitute "forward-looking statements" within the meaning of applicable securities legislation. Forward-looking statements are typically identified by words such as "will" or similar expressions. Forward-looking statements in this press release include statements with respect to the anticipated dates for filing the company's financial disclosure documents. Such forward-looking statements reflect current estimates, beliefs, and assumptions, which are based on management's perception of current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. No assurance can be given that the foregoing will prove to be correct. Forward-looking statements made in this press release assume, among others, the expectation that there will be no interruptions or supply chain failures as a result of COVID-19 and that the manufacturing, broker, and supply logistic agreement with the company does not terminate. Actual results may differ from the estimates, beliefs, and assumptions expressed or implied in the forward-looking statements. Readers are cautioned not to place undue reliance on any forward-looking statements, which reflect management's expectations only as of the date of this press release. The company disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law.

A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/370b42b1-79a0-4bb2-9bd0-22a3ee31d02b>