



Special Meeting of Shareholders

MONTREAL, Dec. 22, 2017 -- Earth Alive Clean Technologies Inc. (CSE:EAC) ("**Earth Alive**" or the "**Corporation**") today announced that a special meeting of shareholders will be held on January 15, 2018 for the purpose of approving a resolution calling for the removal of Mr. David Gilmour from office as director of the Corporation, pursuant to the request made by shareholders of Earth Alive representing 7.1% of the shares outstanding. The special meeting will take place at the Delta Hotel located at 475 President Kennedy Ave, Montreal (Quebec), at 14:00. Shareholders of record at the close of business on December 13, 2017, will receive the notice of meeting and management information circular, which includes background information and voting instructions. These documents are also available at www.sedar.com under Earth Alive's profile.

In addition, the Corporation is pleased to announce that it has retained the services of Mr. Jean-Paul Blais of NXT Inc., a firm with a proven track record that specializes in strategic planning, business management and growth to assist with the implementation of the revised operational plan prioritizing profitability and growth.

"Management is very pleased with the many positive initiatives in our sales and distribution network over the past few months" said Michael Warren, President and Chief Executive Officer, "And with Mr. Blais' added support, we expect to achieve our objectives of sustainable growth and profitability."

As part of the compensation package and in an effort to strictly preserve cash, the Corporation has granted Mr. Blais 3,000,000 share purchase options having an exercise price of \$0.35 and a term of five years, of which half are immediately vested and the other half will vest December 19, 2018.

The CSE has neither approved nor disapproved the contents of this press release. The CSE does not accept responsibility for the adequacy or accuracy of this release.

For additional company information, please visit: www.earthalivect.com

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