



## Earth Alive Welcomes Dave McAdam to Develop Dr. Marijane Root Probiotic in Canada and U.S.

MONTREAL, Sept. 18, 2018 -- Earth Alive Clean Technologies Inc. (CSE: EAC) ("Earth Alive" or the "Company"), a leading Canadian clean-tech company, developer and manufacturer of state-of-the-art microbial technology-based products, is pleased to announce that Dave McAdam is joining Earth Alive as a North American sales representative to develop Earth Alive's, Dr. Marijane Root Probiotic.

Dave has been involved in the medical cannabis industry since 1984, producing under the ACMPR licence system, and has developed medical cannabis brands such as Herbivores Edibles and BC Medical Solutions. Over his years growing, he has also worked as a consultant on the inputs side of the business, developing and testing products for companies such as Advanced Nutrients.

Dave stated: "We tried Dr. Marijane Root Probiotic in our system. It's a phenomenal product. I have yield data going back 20 years and Dr. Marijane is a game changer. The overall health of the plants has dramatically increased and the terpene profile was much better than the control. All aspects of a growing operation are controlled for optimal growth, the only factor not managed is the bacterial profile in the substrate, Dr. Marijane does exactly this; it's the last piece of the puzzle. When I saw the potential, I wanted to be part of the team."

Earth Alive launched the Dr. Marijane brand in April 2017 and has been proven to increase cannabis yields by up to 28%. Scientific testing and validation of its performance began in 2014, Dr. Marijane is distributed in Canada the United States as well as in Europe and Latin America.

Michael Warren, Earth Alive Chief Executive Officer states, "As all cannabis producers are ramping up production for the recreational market in October, the timing couldn't be better to have Dave on board. His knowledge expertise of the industry will of great help to develop the market and sales of Dr. Marijane."

### **About Earth Alive Clean Technologies**

Earth Alive aims to be a key player in world markets of environmentally sustainable industrial solutions. The Company works with the latest innovations in microbial technology to formulate and patent innovative products that can tackle the most difficult industrial challenges, once only reserved to environmentally harmful chemicals and additives. The Company is focused on environmental sustainability in the agriculture industry and dust control for the mining industry. For additional company information, please visit: [www.earthalivect.com](http://www.earthalivect.com).

**Forward-Looking Information:** *Certain information in this news release contains forward-looking information and forward-looking statements which reflect the current view of management with respect to the Company's objectives, plans, goals, strategies, outlook, results of operations, financial and operating performance, prospects and opportunities. Wherever used, the words "may", "will", "anticipate", "intend", "estimate", "expect", "plan", "believe" and similar expressions identify forward-looking information and forward-looking statements. Forward-looking information and forward-looking statements should not be reads as guarantees of future events, performance or results, and will not necessarily be accurate indications of whether, or the times at which, such events, performance or results will be achieved. All of the information in this news release containing forward-looking information or forward-looking statements is qualified by these cautionary statements. Readers are urged to consider the risks, uncertainties and assumptions carefully in evaluating the forward-looking information and forward-looking statements and are cautioned not to place undue reliance on such information and statements. The Company does not undertake to update any such forward-looking information or forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable laws.*

**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.**

Earth Alive Clean Technologies Inc.  
9641 rue Clément  
Lasalle (Qc) Canada  
H8R 4B4  
T.(438) 333-1680

**For information, please contact:**  
Mr. Michael Warren  
(e) [mwarren@earthalivect.com](mailto:mwarren@earthalivect.com)  
(p) 514-941-7350

For more information, please visit [www.doctormarijane.com](http://www.doctormarijane.com)