

Gabriella's Kitchen Announces Stock Option Grants and Enhancements to Board Committees

CALGARY, AB (September 4, 2018) – Gabriella's Kitchen Inc. (CSE: GABY) ("GK" or the "Company") today announces that it has granted an aggregate of 1,775,000 stock options (the "Options") to certain directors and officers of the Company in accordance with GK's stock option plan. The Options are exercisable at a price of \$0.2857 per share, expire five years from the date of grant, and vest over a three year period, with 1/3 of the Options vesting immediately, and 1/3 vesting at the end of each of the first and second anniversary of the date of grant.

GK is also pleased to announce that it has established a new committee of its board of directors designated as the Governance and Human Resources Committee, comprised of Jason Kujath (Chair), Mara Gordon and Richard Bonnycastle. The Company has also reconstituted its Audit Committee which is now comprised of Russell Wilson (Chair), Jackie Altwasser and Jason Kujath. Consistent with GK's commitment to upholding best practices for corporate governance, Jason Kujath has also been appointed as Lead Director of the board.

About Gabriella's Kitchen Inc.

Spurred by their desire to find a way to improve Gabriella Micallef's prognosis after a dire cancer diagnosis, Italian sisters Gabriella and Margot Micallef were inspired to launch GK after succeeding in prolonging Gabriella's life through diet and lifestyle. GK was founded with the goal to create powerfully nutritious foods using unique ingredients in innovative ways – so that everyone could enjoy and share healthy and functional superfoods. Although Gabriella ultimately passed away from her illness, her passion for smart nutrition helped her live exponentially longer than doctors predicted. Gabriella was a rebel who believed in endless possibilities. Her memory and passion live on through GK's mission: to create delicious, better-for-you foods without compromise.

With its existing infrastructure of major retailers and an extensive broker network, the Company is uniquely positioned to service both mainstream grocery and licensed cannabis retailers throughout both legal and emerging markets across North America. Since the Company's inception, GK has secured over 400 editorial placements in digital and traditional media, including highlights with NBC, CBC, Huffington Post, Globe & Mail, and the Wall Street Journal. The Company's products are currently available in more than 3,000 stores across the U.S. and Canada, including major retailers, such as Whole Foods, Publix, Sobeys, Loblaws, and Safeway. The Company anticipates its new line of products infused with cannabis-derived cannabinoids (including CBD and THC) will be available in both licensed and, on a limited basis, non-licensed channels in certain markets where legislation allows in September 2018.

For more information, please visit www.gabriellas-kitchen.com.

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The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this release.

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties, certain of which are beyond the control of Gabriella's Kitchen Inc. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Readers are cautioned that the assumptions used in the preparation

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of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. Forward-looking statements include, but are not limited to, the anticipated availability of the Company's infused products. The Company assumes no obligation to update forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law