

SIMPLY BETTER BRANDS CORP. ANNOUNCES NEWEST TRUBAR™ DISTRIBUTION PARTNERING WITH HEALTH AND WELLNESS LEADER GNC

VANCOUVER, BC, July 4, 2024 /CNW/ - Simply Better Brands Corp. ("SBBC" or the "Company") (TSX Venture: SBBC) (OTCQB: SBBCF) today announced that it continues to build momentum expanding its North American distribution footprint for TRUBAR™ with the addition of GNC, the global leader in health and wellness.



Smother Fudger Peanut Butter (CNW Group/Simply Better Brands Corp.)

The launch of TRUBAR™ is now underway in more than 1,000 GNC retail locations across the U.S. and is available online at gnc.com in three flavor varieties "Get in my belly, PB and jelly", "Daydreaming about Donuts", and "Smother Fudger Peanut Butter."

"GNC is an ideal retail partner for TRUBAR™ with its mission to motivate and support people's desire to live well and its focus on providing high quality, great tasting products to its dedicated and loyal customers," said Erica Groussman, Co-Founder & Chief Executive Officer of TRUBRANDS. "GNC is a trusted source for consumers looking to engage with new brands and we couldn't be more excited about the opportunity to introduce our clean ingredient, delicious and nutritious protein bars to the GNC customer base."

"At GNC, we are committed to offering our customers the most innovative and high-quality products that support their health and wellness goals," said Kevin Maloberti, Vice President of Merchandising at GNC. "Partnering with TRUBAR™ aligns perfectly with our mission to bring our customers the best products that fit their needs. We are thrilled to bring these unique, flavorful protein bars to our shelves and online, ensuring our customers have access to nutritious options that fit their lifestyle."

About Simply Better Brands Corp.

Simply Better Brands Corp. is an international omni-channel platform with a portfolio of diversified assets in the rapidly growing plant-based, natural, and clean ingredient space. The Company targets

informed, health-conscious Millennial and Generation Z consumers with a focus on opportunities for expansion into high-growth consumer product categories. For more information on Simply Better Brands Corp., please visit: <https://www.simplybetterbrands.com/investor-relations>.

About GNC

GNC is a leading global health and wellness brand that provides customers with a wide variety of science-based products and solution services to live well. The brand touches consumers worldwide by providing its products and services through company-owned retail locations, domestic and international franchise locations, digital commerce, and strong wholesale and retail partnerships across the globe. GNC's diversified, multi-channel business model has worldwide reach and a well-recognized, trusted brand. By combining exceptional innovation, product development capabilities, and an extensive global distribution network, GNC manages a best-in-class product portfolio. www.gnc.com

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Information

Certain statements contained in this news release constitute "forward-looking information" and "forward looking statements" as such terms are used in applicable Canadian securities laws. Forward-looking statements and information are based on plans, expectations and estimates of management at the date the information is provided and are subject to certain factors and assumptions, including, among others, that the Company's financial condition and development plans do not change as a result of unforeseen events, the regulatory climate in which the Company operates, and the Company's ability to execute on its business plans. Specifically, this news release contains forward-looking statements relating to, but not limited to expansion plans for TRU Brands products, and the success of the Company's marketing efforts.

Forward-looking statements and information are subject to a variety of risks and uncertainties and other factors that could cause plans, estimates and actual results to vary materially from those projected in such forward-looking statements and information. Factors that could cause the forward-looking statements and information in this news release to change or to be inaccurate include, but are not limited to, the risk that any of the assumptions referred to prove not to be valid or reliable, that occurrences such as those referred to above are realized and result in delays, or cessation in planned work, that the Company's financial condition and development plans change, ability to obtain necessary regulatory approvals for proposed transactions, as well as the other risks and uncertainties applicable to the plant-based food, clean ingredient skincare and plant-based wellness or broader wellness industries and to the Company, and as set forth in the Company's management's discussion and analysis available under the Company's SEDAR+ profile at www.sedarplus.com.

The above summary of assumptions and risks related to forward-looking statements in this news release has been provided in order to provide shareholders and potential investors with a more complete perspective on the Company's current and future operations and such information may not be appropriate for other purposes. There is no representation by the Company that actual results achieved will be the same in whole or in part as those referenced in the forward-looking statements and the Company does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities law.

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