simply·better BRANDS

SIMPLY BETTER BRANDS CORP. ANNOUNCES FURTHER DISTRIBUTION EXPANSION OF TRUBAR(TM) INTO 4 NEW RETAILERS

NEW BANNERS INCLUDE: GIANT FOODS, LOWES FOODS, MARIANO'S FRESH MARKET AND JUNGLE JIM'S

VANCOUVER, BC, Sept. 5, 2024 /CNW/ - Simply Better Brands Corp. ("SBBC" or the "Company") (TSXV: SBBC) (OTCQB: SBBCF) today announced continued progress building out its North American distribution footprint of TRUBAR^{TM} with the addition of 4 new regional retail partners.

The new retail partners extend the geographic reach of TRUBAR^{TM} across 6 states including a large presence in the greater Washington D.C. area. The new retail partners include:

- **Giant Food Stores** chainwide distribution in 150 stores in Virginia, Maryland, Delaware and the District of Columbia
- **Lowes Foods** 100 stores in North Carolina
- Kroger subsidiary Roundy's Supermarket under its **Mariano's Fresh Market** banner 69 stores in Illinois
- **Jungle Jim's International Market** located in Ohio

These 4 retailers are among the 12,000 store locations across the U.S. where the brand is rolling out by the end of the third quarter.

"The addition of these retailers builds on our growing momentum in the critical and strategically important grocery channel," said Erica Groussman, Co-Founder & Chief Executive Officer of Tru Brands, Inc. "We are excited to work with these new partners and we look forward to bringing our clean ingredient, indulgent nutrition brand to their customers."

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.

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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