SIMPLY BETTER BRANDS ANNOUNCES NATIONWIDE LAUNCH OF TRUBAR™ IN WALMART CANADA STORES & SIGNS WITH NEW CANADIAN BROKER

- TRUBAR**™** continues the expansion of its retail distribution footprint in Canada with the addition of more than 305 Walmart store locations across Canada.
- The Company is also excited to announce it has expanded its sales capabilities by signing on with one of the most trusted sales agencies in the industry with over 20,000 associates worldwide.

VANCOUVER, BC, Oct. 9, 2024 /CNW/ - Simply Better Brands Corp. ("SBBC" or the "Company") (TSX Venture: SBBC) (OTCQB: SBBCF) today announced it has initiated select nationwide rollout of TRUBAR™ in Walmart stores across Canada, a key strategic addition in expanding the brand's North American distribution footprint. TRUBAR™ will soon be available in more than 1,000 locations between US and Canadian Walmart store locations, building on a successful initial launch of the brand online at walmart.com. With the addition of Walmart, the world's largest retailer, the reach of the TRUBAR™ brand now exceeds over 12,500 store locations across North America.

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

"We are incredibly excited to expand our footprint throughout Canada. Partnering with Walmart and our new broker will help TRUBAR™ become a household name across the country. Our continued success has energized our mission, and we look forward to sharing our brand with even more consumers nationwide" said Erica Groussman, Co-Founder & CEO of TRUBAR™.

Since the beginning of the year, TRUBAR™ has seen significant growth, securing expanded distribution partnerships in Costco, Whole Foods Market, GNC, CVS Pharmacies, Sheetz, and many other mid-size grocery and convenience chains across North America. With this new launch of

Walmart Canada, we will be able to be to bring healthy plant-based snacking to more families than ever before.

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.

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.

SOURCE Simply Better Brands Corp.

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