MINDCURE

Mind Cure Announces Kelsey Ramsden as new Chief Operating Officer

The company bolsters its executive team with the addition of an industry leader and experienced entrepreneur

VANCOUVER, BC, Sept. 29, 2020 /CNW/ - Mind Cure Health Inc. (CSE: MCUR) (**"Mind Cure"** or the **"Corporation"**) is pleased to announce today the hiring of **Kelsey Ramsden** as the company's new Chief Operating Officer. Mrs. Ramsden is an experienced entrepreneur, having founded, scaled and operated several innovative companies across Canada and the Caribbean. She also has deep industry relationships in the health and wellness space. In her role of COO, she will work closely with Mind Cure's executive team and advisory board to further position the company as an industry leader.

"I am thrilled to join Philip Tapley and the team at Mind Cure as they tenaciously pursue the important mission to change how mental health is treated," stated **Mrs. Ramsden.** "I believe in building trust. I've founded and scaled multiple businesses in my career and through them all, trust has been my focus - that means trust within my company, my industry and most importantly, with my customers. As COO of Mind Cure, I'll put my connections to use, on both the scientific side and the market side, to make sure that we're building trust into every step of the process, from the lab to the individual. Because people are trusting us with their mental wellness, which is the most important thing we have."

Philip Tapley, Mind Cure Founder, President and CEO, said, "We are thrilled to add a business leader of Mrs. Ramsden's caliber to the Mind Cure team. She has successfully built and scaled numerous companies and will serve an integral role as we attract top talent and scale our operations in line with our 5 Spheres business strategy."

In addition, Mind Cure is pleased to announce today that the company has been accepted to list its common shares on the Frankfurt Stock Exchange (FSE) under the trading symbol (MCUR). The Company's shares are now cross listed on the Canadian Securities Exchange (CSE) and the FSE. "We know that the mental health market is global by nature and are thrilled at this opportunity to open up Mind Cure investment access to European investors," stated **Mr. Tapley.**

About Mrs. Ramsden

Kelsey Ramsden has spent her life building and scaling businesses in novel and exciting ways. She was named one of Canada's 100 most powerful women, won Canada's #1 female entrepreneur two years in a row, and proudly serves as a Richard Branson Centre Mentor.

Kelsey also serves on the Entrepreneurship Council for the University of Western Ontario, where she is also a faculty member teaching Design Thinking. An accomplished keynote speaker and bestselling author, Kelsey holds an MBA from the Richard Ivey School of Business at the University of Western Ontario. Through her mix of corporate experience and unfiltered empathy, Kelsey looks forward to building customer trust into every step of Mind Cure's operations.

The Company has entered into a Marketing Services Agreement with Sandstone Media Inc. ("Sandstone") whereby Sandstone will provide to the Company a broad range of product and brand awareness, initially as to its branded Moonbeam Mushroom product line, marketing and media services, including message development, content creation, social media, advertising, marketing and retargeting, which may include related investor relations services. The Marketing Services

Agreement has a term from September 28, 2020 to March 1, 2021 and the Company has agreed to pay Sandstone a total of US$360,000 for the services to be provided during the term. The Company has also engaged Psychedelic Finance to provide various services related to social media support for all Mind Cure press releases, market performance, product launches and general industry news as well as media advisory and strategic introductions.

The Company has issued a total of 96,000 common shares to Mrs. Ramsden pursuant to the terms of her executive employment agreement and a total of 50,000 common shares to an independent consultant, such shares being issued at a deemed price of $0.80 per share. The shares issued to Mrs. Ramsden and the independent consultant are subject to a hold period of four months and a day from the date of issuance.

Mind Cure believes that the mental health space is ready for transformation, and that innovation and investment will lead to a major disruption in how mental health is treated. Mind Cure intends to further its investigation into new product candidates and treatments which are effective in treating mental health. These new product candidates range from nootropics, psychoactive products, and psychedelic substances.

About Mind Cure Health Inc.

Mind Cure is a mental health and wellness company with a mission to identify, develop and commercialize products that ease suffering, increase productivity, and enhance mental health. It is the therapeutic potential of nootropics, psychoactive products, and psychedelic substances to treat the profound distress of a world suffering from a mental health crisis that led to the formation of Mind Cure.

On Behalf of the Board of Directors
Philip Tapley, Chairman, President, and CEO
Phone: 1-888-593-8995

Forward-Looking Information
Certain statements in this news release may constitute "forward-looking information" within the meaning of applicable securities laws (also known as forward-looking statements). Forward- looking information involves known and unknown risks, uncertainties and other factors, and may cause actual results, performance or achievements or industry results, to be materially different from any future results, performance or achievements or industry results expressed or implied by such forward-looking information. Forward-looking information generally can be identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "feel", "intend", "may", "plan", "predict", "project", "subject to", "will", "would", and similar terms and phrases, including references to assumptions. Some of the specific forward-looking information in this news release includes, but is not limited to, statements with respect to: Mind Cure's focus on building its team to evaluate, identify and deliver nootropic and functional mushroom products; Mind Cure's business strategy; Mrs. Ramsden's role and duties as COO; Mrs. Ramsden's intended use of her connections; the belief that the mental health space is ready for transformation and that innovation and investment will lead to a major disruption in how mental health is treated; the intention of further investigation into new product candidates and treatments; the range of new products of Mind Cure and Mind Cure being able to identify, develop and commercialize products.

Forward-looking information is based on a number of key expectations and assumptions made by Mind Cure, including, without limitation: the COVID-19 pandemic impact on the Canadian economy and Mind Cure's business, and the extent and duration of such impact; no change to laws or regulations that negatively affect Mind Cure's business; there will be a demand for Mind Cure's products in the future; no unanticipated expenses or costs arise; Mind Cure will be able to continue to identify products that make them ideal candidates for providing solutions for treating mental health; that the functional mushroom industry will continue to grow; the addition of Mrs. Ramsden will help Mind Cure achieve its business goals; and Mind Cure will be able to operate its business as planned. Although the forward-looking information contained in this news release is based upon what Mind Cure believes to be reasonable assumptions, it cannot assure investors that actual results will be consistent with such information.

Forward-looking information is provided for the purpose of presenting information about management's current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. Forward-looking information involves significant risks and uncertainties and should not be read as a guarantee of future performance or results as actual results may differ materially from those expressed or implied in such forward-looking information. Those risks and uncertainties include, among other things, risks related to: the impacts of the COVID-19 pandemic on the Canadian economy, Mind Cure's industry and Mind Cure's business, which may negatively impact, and may continue to negatively impact, Mind Cure and may materially adversely affect Mind Cure's investments, results of operations, financial condition and Mind Cure's ability to obtain additional equity or debt financing, and satisfy its financial obligations; general economic conditions; future growth potential; competition for mental health and wellness investments; the addition of Mrs. Ramsden may not help Mind Cure achieve its goals; and changes in legislation or regulations. Management believes that the expectations reflected in the forward-looking information contained herein are based upon reasonable assumptions and information currently available; however, management can give no assurance that actual results will be consistent with such forward-looking information. Additional information on the risk factors that could affect Mind Cure can be found under "Risk Factors" in Mind Cure's final prospectus which is available on SEDAR at www.sedar.com.

The forward-looking information contained herein is expressly qualified in its entirety by this cautionary statement. Forward-looking information reflects management's current beliefs and is based on information currently available to Mind Cure. The forward-looking information is stated as of the date of this news release and Mind Cure assumes no obligation to update or revise such information to reflect new events or circumstances, except as may be required by applicable law.

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