AMBARI

AMBARI EXTENDS ENGAGEMENT WITH THE FINANCIAL STAR NEWS

Vancouver, British Columbia, July 10, 2023 – **Ambari Brands Inc.** (“**Ambari**” or the “**Company**”) (CSE: AMB, OTC: AMBBF, FRA: Y92) announces that it has extended its engagement (the “**Engagement**”) with Financial Star News Inc. (“**FSN**”) for marketing services.

Through the Engagement, FSN will execute comprehensive digital media marketing campaigns for the Company to heighten market and brand awareness and broaden the Company's reach within the investment community. Such campaigns will be carried out through various on-line platforms and methods of engagement. Pursuant to the Engagement, the Company will pay FSN a fee of $150,000 (U.S.) (plus applicable taxes). The Engagement is expected to commence July 11, 2023 and continue for four (4) weeks or until funds are exhausted. FSN does not have a prior relationship with the Company, aside from its previous engagement by the Company.

In addition, the Company has decided after further due diligence that it will not change its current manufacturing facilities. Ambari previously announced that it would be searching for manufacturing facilities that are powered by clean energy sources such solar, wind or green hydrogen. While the Company’s environmental, social and governance (ESG) goals remain at the forefront of its strategy and operations, it was unable to identify clean-energy driven facilities that would be appropriate for its needs.

Ambari remains committed to further developing its skin care business and AI technology “Scarlett”.

About Ambari Brands Inc.
Ambari is a company committed to transforming the beauty industry through its AI technology “Scarlett” and products lines that are carried in the world’s largest retailers. To learn more about Ambari, visit www.ambaribeauty.com and www.ambari.ai.

On Behalf of the Board of Directors
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Forward-Looking Statements
This news release contains certain forward-looking statements within the meaning of applicable securities laws. All statements that are not historical facts, including without limitation, statements regarding future estimates, plans, programs, forecasts, projections, objectives, assumptions, expectations or beliefs of future performance, including statements regarding: the Engagement and the scope and timing thereof; the Company’s commitment to ESG goals; and the Company’s commitment to developing its skin care business and AI technology, “Scarlett”, are “forward-looking statements.” These forward-looking statements reflect the expectations or beliefs of management of the Company based on information currently available to it. Forward-looking statements are subject to a number of risks and uncertainties, including those detailed from time to time in filings made by the Company with securities regulatory authorities, which may cause actual outcomes to differ materially from those discussed in the forward-looking statements. These factors should be considered carefully and readers are cautioned not to place

undue reliance on such forward-looking statements. The forward-looking statements and information contained in this news release are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws.