

simply·better

BRANDS

SIMPLY BETTER BRANDS CORP. EXPANDS ITS STRATEGIC PARTNERSHIP WITH NEW FRONTIER PRESENTS TO INCLUDE METAVERSE SHOPPING

PureKana Wellness, a Simply Better Brands asset, has expanded its current metaverse footprint by launching its Metaverse Shop

VANCOUVER, British Columbia, June 22, 2022 (GLOBE NEWSWIRE)—Simply Better Brands Corp. (the “**Company**” or “**Simply Better Brands**”) (TSX Venture: SBBC) (OTCQB: PKANF) is pleased to announce its expanded metaverse footprint in conjunction with strategic partner, New Frontier Presents. The alliance enables the Company to rapidly develop digital brand and shopping experiences in the omni-channel environment of virtual reality, tablet, and mobile. [PureKana](#) was one of the early Metaverse movers in the plant-based wellness category with its initial entry this past February. Per Daily Hodl on June 16, 2022, McKinsey & Company predicted the Metaverse to grow to a \$4 to \$5 Trillion industry by 2030.¹ Click [here](#) to view the PureKana store.

Jeff Buesing of New Frontier Presents visits the PureKana Metaverse store



¹ <https://dailyhodl.com/2022/06/16/metaverse-will-be-a-500000000000-opportunity-but-one-crypto-sector-will-remain-volatile-consulting-giant/>

“As shopping behaviors evolve, we see the metaverse as a diverse experiential canvas enabling us to engage with our consumers wherever and however they choose to shop,” said Kathy Casey, Simply Better Brands CEO. “After completing our initial entry of branded gamification of our PureKana Wellness Brand this past February, our Metaverse Store is now active and shoppable in Somnium Space and Cryptovoxels. Future explorations may include a broader wellness spa parcel placement of our broader portfolio, NFT tokens, NFT loyalty programming and digital currency. Leveraging emerging technologies is a core strategy to drive awareness, acquire customers and strengthen loyalty to our brands.”

“We are proud to announce the deployment of the first Web3 Metaverse E-Commerce CBD store with our strategic partner Simply Better Brands,” said Co-founder of New Frontier Presents, Jeff Buesing. “Users can visit PureKana locations in the Metaverse, place an order in virtual reality and have the order delivered to their [home](#)!”

New Frontier Presents has locations across the metaverse. PureKana’s flagship location is at the [Odds City](#) Pyramid in Somnium Space. Although the metaverse is in early stages of adoption, the choice to build a home for PureKana at Odds City was easy due to the teleporter and foot traffic at the pyramid in Somnium Space.

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[New Frontier Presents](#) will continue to find innovative ways to expand our footprint and identify opportunities to engage customers through immersive experiences in virtual spaces offering our clients another platform to build brand awareness and loyalty.

About Simply Better Brands Corp.

Simply Better Brands Corp. leads an international omni-channel platform with diversified assets in the emerging plant-based and holistic wellness consumer product categories. The Company's mission is focused on leading innovation for the informed Millennial and Generation Z generations in the rapidly growing plant-based wellness, natural, and clean ingredient space. The Company continues to focus on expansion into high-growth consumer product categories including plant-based food, clean ingredient skincare and plant-based wellness. 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.

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About New Frontier Presents

New Frontier Presents offers the ability to create entertainment experiences within the metaverse. Those that own a brand, platform, business, or even just land can now easily monetize within the metaverse by leveraging New Frontier Presents technology including their native token [NFP](#).

New Frontier Presents is a boundary-pushing Metaverse company that blends Play-2-Earn gaming, NFT assets, blockchain, and digital currency. Founded by [Jeff Buesing](#) & Ryan Schuler, the company's mission is to bridge the gap between realities through immersive gaming, innovative utility, community engagement, and education.

Powered by its Community Driven Economy, its members are rewarded to play, watch, create, and grow together. As technology shifts from Web 2.0 to 3.0 generation, New Frontier Presents is committed towards building a brand that spans both global and Metaversal landscapes for itself and partners.

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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 impact of the COVID-19 pandemic, the regulatory climate in which the Company operates, the Company's ability to execute on its business plans, distribution plans, reliance on a consistent supply chain, and claims relating to the efficacy and results of the Company's products. Specifically, this news release contains forward-looking statements relating to, but not limited to, the Company's partnership with New Frontier Presents and future development of digital brand and shopping experiences.

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, changing consumer preferences, the impacts of COVID-19, that the Company's financial condition and development plans change, ability to obtain necessary regulatory approvals and product viability and risk, as well as the other risks and uncertainties applicable to the Company and the industries in which it operates, and as set forth in the Company's annual information form available under the Company's profile at www.sedar.com.

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.