



FOR IMMEDIATE RELEASE

GREENSPACE BRANDS ANNOUNCES THE LAUNCH OF THE FIRST BRANDED BULK PROGRAM IN CANADA WITH SIGNIFICANT DISTRIBUTION WIN



Toronto, Ontario, July 21, 2016 – GreenSpace Brands Inc. (“GreenSpace” or “Company”) (TSXV: JTR) is pleased to announce that its Central Roast brand – a producer and roaster of high quality nutritious snacks - has been awarded a significant distribution win with one of Canada’s largest grocery retailers. Central Roast products will be available in the bulk foods aisle with their functional and signature mixes. This expansion showcases yet another key partnership with some of Canada’s top grocery retailers and an example of how GreenSpace Brands is injecting innovation into a traditionally commodity driven category with strong brand equity.

“The opportunity to brand the Central Roast products in the set represents a fundamental change in the bulk foods category, which has been stagnant for some time” says Matthew von Teichman, CEO of GreenSpace Brands. “The bulk category has been saturated with commodity based product offerings with no real excitement for the average consumer. With

this opportunity, Central Roast will be looking to change the way people snack by drawing attention to an entirely different set of products that deliver a functional benefit, such as men's and women's energy mixes. This is an exciting opportunity not only for GreenSpace, but for the consumers who shop the bulk aisles of their grocery stores."

The distribution win is expected to be very impactful to the Company's revenue and profitability and the opportunity is being added without any significant up-front costs. As well, the new business is not expected to significantly tax the current Central Roast infrastructure and will be easily managed out of the company's new expanded warehouse and production facility, which is scheduled to open later this year.

About GreenSpace Brands

GreenSpace is a Canadian-based brand ideation team that develops, markets and sells premium natural food products to consumers across Canada. GreenSpace owns Central Roast Inc., a clean snacking brand that has been one of the leading natural food brands in Canada along with the following brands: Life Choices -a product line that features a variety of premium meat products made with grass fed and pasture raised meats without the use of added hormones and antibiotics. Rolling Meadow Dairy, Canada's first grass fed dairy product line that has built upon the founding values of Greenspace's original brand, Life Choices. Holistic Choice, a premium natural pet food line. Nudge, a line of family favorite foods made better. Over the past year, GreenSpace has acquired Love Child (Brands) Inc., a producer of 100% organic food for infants and toddlers made with the purest, natural and most nutritionally-rich ingredients and Central Roast Inc. All brands, except Central Roast, are wholly owned and retail in a variety of natural and mass retail grocery locations across Canada. For more information, visit www.greenspacebrands.ca. GreenSpace's filings are also available at www.SEDAR.com.

Forward Looking Information

Certain statements in the documents referred to in this press release may constitute forward-looking statements within the meaning of applicable securities laws. Forward-looking statements include, but are not limited to, statements concerning (i) the Offering; (ii) the use of the proceeds of the Offering; (iii) results of the completion of the Offering; and (vi) the Corporation's financial position in the future. Forward-looking statements generally can be identified by the use of forward-looking terminology such as "outlook", "objective", "may", "will", "expect", "intend", "estimate", "anticipate", "believe", "should", "plans" or "continue", or similar expressions suggesting future outcomes or events. Such forward-looking statements reflect management's current beliefs and are based on information currently available to management. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those contemplated by such statements. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the

statements including, without limitation, the risks that: (1) GreenSpace may not achieve the results currently anticipated; and (2) GreenSpace may not be able to obtain financing in the future. Although GreenSpace believes that the expectations reflected in its forward-looking information are reasonable, undue reliance should not be placed on forward-looking information because GreenSpace can give no assurance that such expectations will prove to be correct. In addition to other factors and assumptions which may be identified in this press release, assumptions have been made regarding and are implicit in, among other things, the timely receipt of required regulatory approvals. Details of the risk factors relating to GreenSpace and its business are discussed under the heading "Risk Factors" in the final prospectus of GreenSpace filed on February 22, 2016 and "Risks and Uncertainties Related to the Business" in GreenSpace's annual information form dated November 9, 2015, a copy of which is available on GreenSpace's SEDAR profile at www.sedar.com. Readers are cautioned that the foregoing list is not exhaustive of all factors and assumptions which have been used. Forward-looking information is based on current expectations, estimates and projections that involve a number of risks and uncertainties which could cause actual results to differ materially from those anticipated by GreenSpace and described in the forward looking information. The forward-looking information contained in this press release is made as of the date hereof and GreenSpace undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, unless required by applicable securities laws. The forward looking information contained in this press release is expressly qualified by this cautionary statement.

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