

GREENSPACE RECRUITS NORTH AMERICA SALES LEADER WITH ROBUST CONSUMER PACKAGED GOODS EXPERTISE

TORONTO, July 27, 2021 /CNW/ - GreenSpace Brands Inc. ("GreenSpace" or the "Company") (TSXV: JTR), a leader within the organic and plant-based food industry, announces the appointment of Doug Fraser to the newly created position of Vice President Sales, North America, effective July 27th, 2021.

Doug is an accomplished sales professional with over thirty years of proven sales and leadership experience with top-tier Consumer Packaged Goods companies, including Kraft Canada Inc., PepsiCo Canada, Reckitt Benckiser, Mondelez International and Nabisco Ltd. In his most recent position as Director of National Accounts and E-Commerce at I-D Foods Corporation, Doug delivered strong results across a large omni-channel customer team, resulting in significant revenue acceleration and profitable growth in his \$100+ million portfolio. Doug has deep relationships across the industry's entire retailer network given his sales leadership experiences and proven impact over his career.

"I'm excited to join the senior management team of GreenSpace to lead the Sales function across North America," says Doug Fraser. "The business is poised for tremendous growth, and I look forward to building strong customer collaboration and ensuring a profitable growth mindset is embraced across the team. GreenSpace has significantly improved customer service levels across the business in a few short months and will soon introduce a robust new product pipeline that will be executed with excellence by the entire Sales team."

"I am delighted that Doug has decided to join our leadership team," says Shawn Warren, President and CEO of GreenSpace Brands Inc. "Working closely with Doug in the past, I know he is a tenacious Sales leader and a strong team builder. His strong customer relationships, proven track record and expertise will be valuable assets as he champions our Route-to-Market initiatives, which will accelerate our profitable growth agenda at GreenSpace."

ABOUT GREENSPACE BRANDS INC.:

GreenSpace is a North American organic and plant-based food business that develops, markets and sells premium food products to consumers within the fast-growing natural and organic food categories. GreenSpace owns LOVE CHILD ORGANICS, a producer of 100% organic food for infants and toddlers made with natural and nutritionally-rich ingredients, CENTRAL ROAST, a clean snacking brand featuring a wide assortment of organic nut and seed mixes and GO VEGGIE, one of the pioneers and leaders in the US plant-based dairy market. All brands are wholly-owned and are sold in a variety of online, natural and retail grocery locations.

For more information, visit www.greenspacebrands.ca and GreenSpace's filings are also available at www.SEDAR.com.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION:

This news release may contain forward-looking statements or "forward-looking information" within the meaning of applicable Canadian securities laws ("forward-looking statements"). Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or describes a "goal", or variation of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved.

Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks and uncertainties. All of the Company's forward-looking statements are qualified by the assumptions that are stated or inherent in such forward-looking statements, including the assumptions listed below. Although the Company believes that these assumptions are reasonable, certain factors are beyond the control of the Company, including, but not limited to, the failure of third parties to comply with their obligations to the Company or its affiliates; the impact of new and changes to, or application of, current laws and regulations; critical accounting estimates and changes to accounting standards, policies, and methods used by the Company; the occurrence of natural and unnatural catastrophic events and claims resulting from such events; and risks related to COVID-19 including various recommendations, orders and measures of governmental authorities to try to limit the pandemic, including travel restrictions, border closures, nonessential business closures, quarantines, self-isolations, shelters-in-place and social distancing; and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements, including the risks identified in the Company's disclosure documents. There can be no assurance that such forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking statements. All forward-looking statements contained in this press release is given as of the date hereof and is based upon the opinions and estimates of management and information available to management as at the date hereof. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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