



Emerald Health Therapeutics' Licensed Endo Product Wins Taste For Life's 2019 Essentials Supplement Award in the U.S.

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Novel Emerald endocannabinoid-supporting products well-positioned to develop brand presence and market demand among both cannabis and non-cannabis users

SAN DIEGO, March 07, 2019 (GLOBE NEWSWIRE) -- Emerald Health Therapeutics, Inc. ("Emerald") (TSXV:EMH; OTCQX:EMHTF) today announced that its joint venture partner's, (Emerald Health Bioceuticals or "EHB"), Endo Bliss, won Taste For Life's 2019 Essentials Supplement Award, which recognizes the most outstanding natural supplements in health and wellness in the U.S. Emerald will launch the Endo product line in Canada in 2019 through its joint venture, Emerald Health Naturals ("EHN"), which secured Canadian distribution rights for this product line that was developed to support the body's endocannabinoid system ("ECS"), but which does not contain cannabis.

Endo Bliss is part of the Endo product line of novel nutritional supplements created to support the human ECS. Formulated to promote positive outlook and mood, Endo Bliss features Emerald's proprietary PhytoCann[®] Complex, an herbal and botanical complex completely free of cannabis or its derivatives. Saffron extract, which has been proven to improve mood and outlook, is also included in the formula to further bolster its efficacy.

"Endo Bliss' recognition as a top natural supplement to support endocannabinoid health by Taste for Life in the U.S. is a notable accolade," said Gaetano Morello, ND, CEO of Emerald Health Naturals. "The Endo product line offers people who use natural health products a completely new and unique category of nutritional supplement. To receive this award, at a time when more US retailers are showing interest in putting Endo on their shelves, is added confirmation to us that Endo is fulfilling an unmet need in the marketplace for non-cannabis products that support the endocannabinoid system.

"We aim to launch the Endo line this year via an extensive nationwide retail network of Canadian retailers that will far exceed the current number of cannabis retail stores. We will not only create a unique profit opportunity with this product line, we will create significant incremental recognition for Emerald cannabis products and an entrenched presence in natural health food, pharmacy and other channels should non-psychoactive cannabis products be permitted in these channels in the future."

The endocannabinoid system is a biological system critical in establishing and maintaining homeostasis in every cell, tissue and organ in the body. EHB harnessed the power of non-cannabis herbs and botanicals to offer a complete nutritional line of supplements that supports the endocannabinoid system to address consumers' most common health concerns. In addition to Endo Bliss, Emerald's lineup includes Endo Sleep, Endo Brain, Endo Calm and Endo Inflammation for rejuvenating rest, enhanced cognition, stress and anxiety support, and pain and inflammation relief.

Over the last year, EHB has secured multiple distribution and sales channels for the Endo product line in the United States and internationally, ranging from small independent natural health product retailers to nationwide grocery store chains like Whole Foods Market, as well as Amazon.com. EHN has not announced Canadian retailers.

About Taste For Life

Taste For Life aims to educate and motivate consumers to make informed purchasing decisions. Utilizing research and insights from industry experts, the magazine covers food and special diets, vitamins, minerals, supplements, herbs, homeopathy, natural food and beauty products, recipes and other products or modalities for overall wellness.

About The Endo Product Line*

Endo Brain - Naturally supports mental acuity and cognition by nurturing and nourishing your endocannabinoid system.

Endo Sleep - Enjoy restful and rejuvenating sleep by naturally supporting your endocannabinoid system, optimal health and vitality.

Endo Calm - Naturally addresses your body's response to stress and anxiety by supporting your endocannabinoid system and optimal health and vitality.

Endo Bliss - Naturally supports a positive outlook and resistance to daily pressures by nurturing and nourishing your endocannabinoid system.

Endo Inflammation - Naturally promotes your body's healthy response to pain and inflammation by supporting your endocannabinoid system for optimal health and vitality.

* The statements made herein have not been evaluated by Health Canada or the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

About Emerald Health Therapeutics, Inc.

Emerald Health Therapeutics, Inc. is a Canadian licensed producer of cannabis. Its 50%-owned Pure Sunfarms joint venture in BC is completing the conversion of its 1.1 million square foot (25 acre) greenhouse for cannabis cultivation in the Lower Mainland and its Verdélite operation in Québec is completing the build out of its 88,000 square foot indoor cultivation facility. Commercial production is expanding in both facilities. Emerald secured over 500 acres of hemp harvest in 2018 and has contracted for approximately 1000 acres in 2019 to 2022, with the objective of extracting low-cost

cannabidiol (CBD). Emerald's team is highly experienced in life sciences, product development, large-scale agri-business, and marketing, and is focused on developing proprietary, value-added cannabis products for medical and adult-use customers. Emerald is part of the [Emerald Health group](#), which represents a broad array of companies focused on developing pharmaceutical, botanical, and nutraceutical products developed to provide wellness and medical benefits by interacting with the human body's endocannabinoid system.

Please visit <http://www.emeraldhealth.ca> for more information or contact:

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Cautionary Note Regarding Forward-Looking Statements: Certain statements made in this press release that are not historical facts are forward-looking statements and are subject to important risks, uncertainties and assumptions, both general and specific, which give rise to the possibility that actual results or events could differ materially from our expectations expressed in or implied by such forward-looking statements. Such statements include completion of the joint venture and obtaining exclusive Canadian distribution rights; establishing a brand; launch of the Endo line in 2019; sales of non-cannabis products; development of sales channels; expansion of permitted sales of cannabis; leveraging of distribution channels; development of new products; the benefits and effects of certain products; production capacity of various facilities; and receipt of hemp deliveries.

Actual results may vary from forward-looking statements. We cannot guarantee that any forward-looking statement will materialize, and readers are cautioned not to place undue reliance on these forward-looking statements. These forward-looking statements involve risks and uncertainties related to, among other things, failure to obtain necessary financing; failure to settle final documentation; failure to obtain regulatory approvals; results of production and sale activities; results of scientific research; regulatory changes; changes in prices and costs of inputs; demand for labour; demand for products; future distribution agreements; failure of counterparties to perform contractual obligations; as well as the risk factors described in the Company's annual information form and other regulatory filings. The forward-looking statements contained in this press release represent our expectations as of the date hereof. Forward-looking statements are presented for the purpose of providing information about management's current expectations and plans and allowing investors and others to obtain a better understanding of our anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes. The Company undertakes no obligations to update or revise such statements to reflect new circumstances or unanticipated events as they occur, unless required by applicable law.



Source: Emerald Health Therapeutics Inc.