

Metro Ontario to Stock Else Nutrition's Full Product Range

The Metro Ontario Inc distribution represents another national Canadian distributor partnership for Else since launching in Canada last month

VANCOUVER, British Columbia, Sept. 26, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) ("Else" or the "Company")**, announces that it will be rolling out all Canadian SKUs through a partnership with Metro Ontario Inc at Metro locations. Else's Plant-Based Nutrition products for Babies, Toddlers, and Kids will be available on the shelf for purchase in late October at Metro stores across Ontario. With 130 locations in Ontario, the partnership provides Else Nutrition with critical access to health-minded parents seeking plant-based and non-GMO nutritional alternatives for their children.

"Launching our Ontario retail rollout through a collaboration with Metro Ontario Inc. could not be more exciting for Else," said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition. "Ontario-based consumers are sophisticated, with a trained eye for nutrient-dense products for all walks of life, and Metro Ontario is a core destination for them. Further, we anticipate that this rollout will act as a springboard for their additional outstanding banners in Ontario and Quebec. We're truly proud of this initiative".

"Metro's heritage, locations, and loyal customer base across the province will surely help Else Nutrition introduce the line to parents province-wide via their trusted Metro grocer or pharmacists," added Hamutal Yitzhak.

For more information, visit: www.elsenutrition.com or follow Else Nutrition on [LinkedIn](#)

About Else Nutrition Holdings Inc.

Else Nutrition Holdings Inc. is a food and nutrition company in the international expansion stage focused on developing innovative, clean, and plant-based food and nutrition products for infants, toddlers, children, and adults. Its revolutionary, plant-based, non-soy formula is a clean-ingredient alternative to dairy-based formula. Else Nutrition (formerly INDI) won the "2017 Best Health and Diet Solutions" award at Milan's Global Food Innovation Summit. The holding company, Else Nutrition Holdings Inc., is a publicly-traded company, listed on TSX Venture Exchange under the trading symbol BABY and is quoted on the US OTC Markets QX board under the trading symbol BABYF and the Frankfurt Exchange under the symbol OYL. Since launching its Plant-Based Complete Nutrition for Toddlers, made of whole foods, almonds, buckwheat, and tapioca, the brand has received thousands of powerful testimonials and reviews from parents and gained national retailer support from Sprouts Farmers Market, and achieved rapid sales growth. Else became the #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category. It recently won the 'Best Dairy Alternative' Award 2021 at World Plant-Based Expo and was a Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category.

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TSX Venture Exchange

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This press release contains statements that may constitute “forward-looking statements” within the meaning of applicable securities legislation. Forward-looking statements are typically identified by words such as “will” or similar expressions. Forward-looking statements in this press release include statements with respect to the anticipated dates for filing the company’s financial disclosure documents. Such forward-looking statements reflect current estimates, beliefs, and assumptions, which are based on management’s perception of current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. No assurance can be given that the foregoing will prove to be correct. Forward-looking statements made in this press release assume, among others, the expectation that there will be no interruptions or supply chain failures as a result of COVID-19 and that the manufacturing, broker, and supply logistic agreement with the company does not terminate. Actual results may differ from the estimates, beliefs, and assumptions expressed or implied in the forward-looking statements. Readers are cautioned not to place undue reliance on any forward-looking statements, which reflect management’s expectations only as of the date of this press release. The company disclaims any 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.

A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/a5ebf8df-8108-4e3f-a4a8-58f775fe2071>

