



Plus Products Reveals Dual Action Sleep gummies featuring first combined fast acting, long lasting formulation

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Fast-Acting And Long-Lasting Sleep Formula Promotes Quicker Sleep Onset And A Restful Night

SAN MATEO, Calif., Sept. 20, 2021 (GLOBE NEWSWIRE) -- Plus Products Inc. (CSE: PLUS) (OTCQX: PLPRF) (the "Company" or "PLUS"), a cannabis and hemp-branded products company in California, today announced the launch of its Dual Action Sleep gummies, featuring a two part formulation that starts working in eight minutes, while also lasting throughout the night.

Highlights:

- Two new gummies, Dual Action Sleep Cloudberry and Dual Action Sleep Lychee feature the all-new Dual Action Formula.
- The new and improved Dual Action formulation uses fast acting nano-emulsion that starts the bedtime process in eight minutes, while continuing to work throughout the night for long-lasting, restful sleep.
- PLUS Sleep gummies are offered in two unique THC, CBN, & CBD ratios and flavors, and both feature PLUS's proprietary sleep terpene blend.
- Each gummy is made with all natural flavors and colors, and contains only 1g of sugar and 5 calories per gummy for a healthier nighttime option.

The two new Dual Action Sleep gummies utilize nano-emulsion technology to embed the THC molecule in a hydrophobic solution that increases both the bioavailability and onset of the THC molecule. This method allows for the THC to stay dissolved throughout its transit to the GI tract where it is then absorbed into the bloodstream.¹ The low doses of THC decrease sleep onset latency and increase both slow-wave sleep and total sleep time. Meanwhile, CBN, CBD, and a proprietary blend of sleep-focused terpenes, including Myrcene, Caryophyllene, Limonene, and Linalool, among others, help to ensure a longer-lasting sleep.²⁻⁴

"The number one desired attribute for any sleep aid is to fall asleep faster⁵," said Jake Heimark, CEO of PLUS Products. "Our formula now features emulsification of THC to increase speed of onset, with most users feeling effects in eight minutes - faster than competitive sleep gummies on the market. We have also formulated a proprietary blend of CBN, CBD and 10 sleep-focused terpenes that compound to promote a full night of restful sleep so that consumers can wake up feeling refreshed."

References:

1. *Crit Rev Food Sci Nutr.* 2021;1-31
2. *Front Mol Neurosci.* 2020;13:125
3. *Cannabinoids and Sleep* (2021) editors Monti JM, Pandi-Peumal SR, Murillo-Rodriguez E
4. *Cannabis Cannabinoid Res.* 2021;6(1):19-27.
5. Brightfield study, July 2020, n = 414

Upcoming Events To Learn More

To celebrate the launch of the all-new Dual Action SLEEP gummies, PLUS partnered with four wellness experts to create a series of bedtime content, each of which is eight minutes long to match the gummies' eight-minute onset. Visit www.plusproducts.com/sleep to view the 8 Minute SLEEP Content Series and learn more.

Availability

California THC: PLUS and its family of cannabis-infused edible brands are currently available in licensed retailers across the state of California and online at shop.plusproductsthc.com.

Nevada THC: PLUS cannabis-infused gummies are currently available in licensed retailers throughout Las Vegas.

National Hemp CBD: PLUS 100% Hemp CBD-infused gummies are available for purchase in 43 states across the country at plusproductscbd.com.

About PLUS

PLUS is a hemp and cannabis food company focused on using nature to bring balance to consumers' lives. PLUS's mission is to make cannabis safe and approachable – that begins with high-quality products that deliver consistent consumer experiences. PLUS is headquartered in San Mateo, CA.

For further information contact:

Jake Heimark
CEO & Co-founder
ir@plusproducts.com

Investors:

Cole Stewart
Investor Relations
Cole@plusproducts.com
Tel +1 778.231.6324

Media:

plus@mattio.com

The CSE does not accept responsibility for the adequacy or accuracy of this release.

Forward-Looking Statements:

This press release includes statements containing certain "forward-looking information" within the meaning of applicable securities law (each, a "forward-looking statement"). Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur and include, but are not limited to, statements relating to: (i) the extent to which, if at all, *PLUS Sleep* gummies and the active ingredients within them will help consumers fall asleep faster; (ii) the extent to which, if at all, *PLUS Sleep* gummies and the active ingredients within them will promote a better night's sleep; (ii) the extent to which, if at all, *PLUS SLEEP* cannabis-infused gummies will be rolled-out across California in coming weeks.

These forward-looking statements are only predictions. Various assumptions were used in drawing the conclusions or making the projections contained in the forward-looking statements throughout this press release. Forward-looking statements are based on the opinions and estimates of management at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking statements. These risks include, but are not limited to, the success of the Company's investments, the ability to retain key personnel, the ability to continue investing in infrastructure to support growth, the ability to obtain financing on acceptable terms, the continued quality of the Company's products, customer experience and retention, the continued development of adult-use sales channels, managements estimation of consumer demand in in jurisdictions where the Company exports, expectations of future results and expenses, the availability of additional capital to complete capital projects and facilities improvements, the ability to expand and maintain distribution capabilities, the impact of competition, the ability of the Company to implement initiatives and the possibility for changes in laws, rules, and regulations in the industry. The Company is under no obligation, and expressly 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 expressly required by applicable law.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/566a38ca-a571-4cfe-9b84-63a0ddd16071>