

# Announces Appointment of Two New Members to Senior Management to Support Growth Strategy

Sep 5, 2017

**OTTAWA, ONTARIO** – LIVEWELL FOODS CANADA INC. (“**LW**“, “**LiveWell**” or the “**Company**“), is please to announce the following appointments effective today:

Livewell Canada welcomes Mr. David Rendimonti as President. Mr. Rendimonti has held senior roles at some of the world’s leading healthcare organizations such as Johnson & Johnson, Pfizer, Merck. As a pioneer and innovator, he has more than 30 years experience in leadership and business development after holding a number of executive and commercial assignments with global pharmaceutical and emergent biotechnology companies. He drove innovation within the Biotech and Women’s Health markets in Canada at an industry level and led product development, launch, programming and number 1 market share and growth. Mr. Rendimonti has done that with more than 21 product brands and line extensions.

Mr. Rendimonti has a consistent track record of building high performance teams and top brands, that are both best in class and industry. His performance has been consistently delivered through highly creative strategic, tactical and financial plans, as well as exceptional leadership and flawless execution. He has accelerated pipeline development and major product launches while delivering exceptional performance. Mr. Rendimonti capitalizes on existing market and product opportunities and delivers superior business results.

Mr. Rendimonti received his MBA from the University of Toronto and is a recipient of numerous prestigious degrees, diplomas, certificates and awards with The Rotman School of Management, The Kellogg School of Management and Johnson & Johnson International School of Advertising, among others.

LiveWell also welcomes Mr. Michel Lemieux as Chief Administrative Officer. Mr. Lemieux has over 25 years of experience in organizational change, business development, strategic planning, and change management. His reputation was built on guiding companies and all organizations who aspire to combine their economic performance and the development of human capital. He is also well-versed in activities that target new business opportunities. His international experience and proactive approach comprise strategic and business intelligence

“We are extremely excited to welcome David and Michel to our platform. They strengthen and solidify our management team as we build out to be a leader in the cannabis space,” commented Co-CEO, Seann Poli.

**About LiveWell**

LiveWell Foods Canada Inc. (Ottawa, Canada) is dedicated to the highest quality standards in delivering cannabis and hemp products. LiveWell is planning to retrofit an existing 540,000 square foot greenhouse facility in Ottawa, Ontario. The facility will be built to an unparalleled level of quality assurance, procedures, and testing. The company intends to establish partnerships with leading sector names, with interests and operations abroad.

**On behalf of the Board of Directors,**  
LIVEWELL FOODS CANADA INC.  
Seann Poli  
Co-CEO

**Cautionary Statement:**

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words “plan”, “could”, “intend”, “expect”, “believe”, “will”, “projected”, “estimated” and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company’s current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. The forward-looking information contained in this press release is made as of the date hereof and the Company is not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward-looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

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