

cbdMD Announces Extension of Sponsorship with Bellator MMA



OFFICIAL CBD PARTNER OF BELLATOR MMA

CHARLOTTE, NC, - July 14, 2021- cbdMD, Inc. (NYSE American: YCBD, YCBD PR A) (the "Company"), one of the leading, and most highly trusted and recognized cannabidiol (CBD) brands, announced today that it is renewing its exclusive CBD partnership with Bellator MMA.

Bellator MMA, a leading mixed martial arts and kickboxing organization featuring the best fighters in the world, is broadcast to nearly one billion people in over 160 countries. In the U.S, Bellator can be seen on Showtime, the world's first truly dedicated LIVE sports streaming service.

As part of the partnership, cbdMD will continue to receive a depth of integrated partnership assets, including category exclusive branding inside the Bellator cage, to promote cbdMD.

"We're excited to continue our partnership with one of the world's elite mixed martial arts organizations and support the athletes in their daily routine for health & wellness." said Marty Sumichrast, Chairman & Co-CEO of cbdMD. "Our partnership with Bellator will allow cbdMD the opportunity to further educate athletes and fans about the many benefits of CBD. We look forward to another beneficial year of association with Bellator and Viacom/Showtime as we strive to strengthen our brand recognition among their loyal fanbase."

"I am pleased to have cbdMD continue to be a part of the Bellator family," said Bellator President Scott Coker. "As the sport of MMA continues to evolve, teaming up with innovative partners is equally important, and they are leading the way in a rapidly growing industry. I want to thank Hans Molenkamp, as well as the entire team at cbdMD for this great opportunity, and I look forward to their integration into the Bellator brand and introducing them to our passionate fans."

Bellator is comprised of an executive team that includes top industry professionals in television production, live event coordination, fighter development/relations, venue procurement, sponsorship creation/development, international licensing, marketing, advertising, publicity, and commission relations. Bellator is based in Hollywood, Calif. and is owned by entertainment giant Viacom, home to the world's premier entertainment brands that connect with audiences through compelling content across television, motion picture, online, and mobile platforms.

About cbdMD, Inc.

cbdMD, Inc. is one of the leading and most highly trusted and most recognized cannabidiol (CBD) brands with a comprehensive line of U.S. produced, THC-free¹ CBD products. Our cbdMD brand currently includes over 130 SKUs of high-grade, premium CBD products including CBD tinctures, CBD gummies, CBD topicals, CBD capsules, CBD bath bombs, CBD bath salts, CBD sleep aids and CBD drink mixes. Our *Paw CBD* brand of pet products includes over 45 SKUs of veterinarian-formulated products including tinctures, chews, topicals products in varying strengths, and our CBD Botanicals brand of beauty and skincare products features 15 SKUs, including facial oil and serum, toners, moisturizers, clear skin, facial masks, exfoliants and body care. To learn more about cbdMD and their comprehensive line of U.S. grown, THC-free¹ CBD oil products, please visit www.cbdmd.com, follow cbdMD on Instagram and Facebook, or visit one of the 6,000 retail outlets that carry cbdMD products.

¹ THC-free is defined as below the level of detection using validated scientific analytical methods.

Forward-Looking Statements

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans," and "proposes." These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" in cbdMD, Inc.'s Annual Report on Form 10-K for the fiscal year ended September 30, 2020 as filed with the Securities and Exchange Commission (the "SEC") on December 22, 2020, our Quarterly Report on Form 10-Q for the period ended March 31, 2021 as filed with the SEC on May 12, 2021, and our other filings with the SEC. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the control of cbdMD, Inc. and are difficult to predict. cbdMD, Inc. does not undertake any duty to update any forward-looking statements except as may be required by law.

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