

Paw CBD Launches “A Round of Appaws” Shelter and Rescue Donation Program

Paw CBD is helping pets in need by donating CBD products to animal shelters and rescues in the USA

CHARLOTTE, N.C. -- (BUSINESS WIRE) -- Paw CBD, a division of cbdMD, Inc. (NYSE American: YCBD, YCBDpA) one of the leading, and most highly trusted and recognized cannabidiol (CBD) brands, proudly announces its brand-new partnership program dedicated to giving back to rescues and shelters committed to saving animals by bringing pets and people together.

Paw CBD will partner with a different shelter or rescue every month to feature their mission and “applawd” their work and endeavors in saving animals in need. Each partner will have their organization highlighted on the [Round of Appaws](#) partnership page, along with additional ways the pet-loving community can show support, such as direct donations, wish lists, and other gifts. A Round of Appaws kicks off its first month with Kitten Rescue LA, a nonprofit organization dedicated to rescuing and adopting homeless cats across the Los Angeles area. Kitten Rescue was nominated by Paw CBD's longtime friend and partner, [Nala Cat](#).

The “A Round of Appaws” partnership with Paw CBD grants a nominated rescue or shelter their choice of a Paw CBD product to receive as a donation. Both Paw CBD and the recognized organization will spotlight the partnership during the month they are selected, and Paw CBD will match and donate the selected product based on qualifying purchases through pawcbd.com to the shelter.

“This is all about helping pets and the pet-loving community. We know how difficult sheltering can be on both the organization and the pets they take care of,” said Ashley Stafford, Associate Brand Manager of Paw CBD. “We’re proud to give back to organizations that do so much good for animal health and welfare. We want our brand to be synonymous with giving back and providing real solutions for pets, owners, and rescuers, and that’s why this is the perfect partnership to highlight their ongoing efforts.”

Rescues and shelters can be nominated as “Round of Appaws” recipients through a simple submission form on the website. Paw CBD will also raise awareness by featuring nominated rescues and shelters in its email newsletters and social media platforms to educate the pet-loving communities about the shelter’s work and how they can get involved.

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 more. 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 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.

About Paw CBD

Paw CBD is a nationally recognized pet consumer cannabidiol (CBD) brand, offering 40+ pet consumer products that combine the properties of CBD oil with “animal-approved” flavors like peanut butter, catnip, and turkey. Paw CBD is one of the fastest growing brands in the pet CBD space and is proud to partner with Instagram celebrities, such as Nala Cat and the late Lil Bub. To learn more about the comprehensive line of THC-free¹ Paw CBD pet products, please visit pawcbd.com or follow Paw CBD on [Instagram](#) and [Facebook](#).

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 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. The information which appears on our websites and our social media platforms, including, but not limited to, Instagram and Facebook, is not part of this press release.