

Paw CBD Celebrates October as National Pet CBD Month

The Company Continues to Drive Education and Awareness Around Pet CBD Use

September 29, 2021, CHARLOTTE, N.C. -- [Paw CBD](#), a division of [cbdMD, Inc.](#) (NYSE American: YCBD, YCBDpA) one of the leading, and most highly trusted and recognized CBD brands, is inviting dog and cat owners nationwide to celebrate October as National Pet CBD Month, a calendar holiday founded in 2019 by Paw CBD to shine a spotlight on the powerful benefits of CBD for both dogs and cats.

It has been the mission of Paw CBD to continually educate the public and promote CBD as part of an overall wellness routine for cats and dogs. Despite promising research and overwhelmingly positive testimonies from pet owners, a lack of understanding about the beneficial properties of CBD for pets still exists. Paw CBD founded October as National Pet CBD Month to increase awareness and provide education to owners seeking a more balanced approach to everyday pet wellness. Paw CBD will be celebrating National Pet CBD Month with special discounts, promotions, and giveaways throughout October. The month-long observation will also include a rolling launch of several new products in the Paw CBD lineup.

“We believe that pets are family, too, and we want them to live happy, healthy lives. All Paw CBD products are formulated with pet-friendly ingredients and the same safety-tested Superior Broad Spectrum CBD formula used in cbdMD’s premium, high-quality products for humans. At Paw CBD, we only want the very best for our best friends. And that’s exactly why we founded National Pet CBD Month – to give everyone access to real, reliable products that can provide real relief for the most important pets in our lives,” said Ashley Stafford, Brand Manager of Paw CBD.

National Pet CBD Month is one of several national calendar days and months founded by cbdMD, including National CBD Day (August 8), National Hemp Day (February 4), National Hemp Month (July), and National CBD Month (January).

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 have partnered 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](#).

About cbdMD, Inc.

cbdMD, Inc. is one of the world’s leading, most highly trusted health & wellness CBD companies, whose current products include CBD tinctures, CBD capsules, CBD gummies, CBD topicals, CBD botanical skincare products, CBD bath bombs and CBD pet products. To learn more about cbdMD and our comprehensive line of over 100 SKUs of U.S. produced, 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.

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.

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