

## cbdMD Announces Official Multi-Year Partnership of the Wodapalooza Fitness Festival

As the exclusive CBD partner of Wodapalooza, cbdMD will provide wellness and recovery solutions for all athletes and affiliated gyms.

Charlotte, N.C. October 11, 2021 - cbdMD, Inc. (NYSE American: YCBD, YCBDpA), one of the leading, most highly trusted and recognized CBD companies, announced that it has finalized a category-exclusive Official Partnership with Wodapalooza starting in 2022. The annual four-day fitness festival will take place January 13-16 in Miami, Florida. Competition at Wodapalooza is the most inclusive of its kind, featuring 41 different divisions of athletes. From the top elites of the world, to beginners, masters, and adaptive, the festival brings together competitors of all walks of life and abilities as a true representation of the CrossFit community.

cbdMD, and its pet-specific Paw CBD brand, will activate in multiple locations at the Wodapalooza and provide free product samples, educational materials, purchase incentives, and information about the company's affiliate marketing programs to competitors, gym owners, coaches, and spectators.

"The authenticity of the Wodapalooza event, now approaching the milestone 10 year anniversary, is perfect timing for cbdMD's continued support of the functional fitness community. cbdMD and Wodapalooza both focus on providing a unique, premier athlete and fan experience. The ability to combine two world-class brands just makes sense." - EVP Sports Marketing Hans Molenkamp

"cbdMD made huge strides towards complete brand dominance in the functional fitness space through our successful activation as the Official CBD Partner of the 2021 NOBULL CrossFit Games in July and now, through endorsement partnerships with four of the sport's titans, including reigning CrossFit Games Champion, Justin Medeiros. Our partnership and on-site work at Wodapalooza, which has a deep and rich history rooted in this community, is an excellent opportunity to accelerate that momentum," said Martin A. Sumichrast, Chairman & Co-CEO of cbdMD, Inc.

"This meaningful partnership between Loud And Live, and the most respected CBD brand within functional fitness speaks to the continued growth of Wodapalooza, but even further, the collective sport. Our focus is on elevating the community and ecosystem through creating a world-class experience for all. Alongside cbdMD, we plan on accomplishing that goal." said President of Loud And Live Sports, Matt O'Keefe.

Located in downtown Miami, Wodapalooza Miami 2022 will take place at Bayfront Park and feature four days of competition as the center point of a weekend-long festival. All have the opportunity to participate in an open challenge, dubbed the Gauntlet, and have access to the Miami Fitness Festival which includes seminars with subject-matter experts and a tradeshow of 100+ exhibitors. The prize purse in 2022 will become the largest to date with a total of over \$500k. The event will be streamed globally and free, and will feature the elite competition, as well as the rest of the competition to expand viewership. More information can be found at [www.wodapalooza.com](http://www.wodapalooza.com).

Loud And Live Sports performs at the intersection of athlete representation, sports marketing, live events, and content development. Through management of top athletes in the sport of fitness, providing marketing for brands, and owning and operating the world's largest fitness festivals like Wodapalooza, Granite Games, and West Coast Classic, Loud And Live Sports is an agency whose mission is to create world-class experiences.

### **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-free<sup>1</sup> CBD products, please visit [www.cbdMD.com](http://www.cbdMD.com), follow cbdMD on Instagram and Facebook, or visit one of the 6,000 retail outlets that carry cbdMD products.

### **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, including, without limitation, statements made with respect to the expansion of the consumer market for CBD products and our ability to increase our market share, our limited operating history, our ability to expand our business and significantly increase our revenues, our ability to effectively leverage our brand partnerships and sponsorships, our ability to effectively compete in our market, our ability to achieve our net sales guidance, and our ability to report profitable operations in the future. 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") 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.

<sup>1</sup>THC-free is defined as below the level of detection using validated scientific methods.

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