

cbdMD Signs Category Exclusive Sponsorship of The Dan Le Batard Show with Stugotz

Charlotte, N.C. December 21, 2021 - cbdMD, Inc. (NYSE American: YCBD, YCBDpA), one of the leading, most highly trusted and best recognized CBD companies, today announced that it has signed a category exclusive sponsorship with the Dan Le Batard Show with Stugotz podcast.

This is the first CBD category sponsorship under the Dan Le Batard and Friends Podcast Network. The contract features dynamic podcast reads, custom integration within the production and social spotlights. For nearly 20 years, the Dan Le Batard Show with Stugotz has brought sports entertainment to national audiences. As part of the quickly expanding Meadowlark Media, led by former ESPN President John Skipper, the Le Batard Show consistently ranks in the top 5 sports podcasts while actively engaging with fans in a unique way.

"We're excited to kick off 2022 with yet another influential sponsorship. Dan Le Batard has been a staple of the sports and entertainment industry for years, and he's made it a priority to use his platform to challenge traditional media. We at cbdMD admire that passion, and we're excited to bring our message to such a loyal following. They've done an impressive job gaining media attention throughout the past year, and we are thrilled to be a part of their plans for 2022. We can't wait to welcome their fans into the cbdMD community," said Matt Coapman, the company's Chief Marketing Officer.

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. The 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, CBD drink mixes and full spectrum CBD options. 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 cbdMD Botanicals brand of beauty and skin care products features 15 SKUs, including facial oil and serum, toners, moisturizers, facial masks, exfoliants and body care. The company also offers a line of full spectrum products (approximately 10 SKUs) under its cbdMD brand. To learn more about cbdMD and our 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.

About Meadowlark Media, Inc.

Meadowlark Media is a content studio and creator network, founded in 2021 by former ESPN President John Skipper and national radio and podcast host Dan Le Batard. Through partnerships with industry-leading storytellers, Meadowlark develops premium content for third party buyers. With an initial focus on sports, Meadowlark creates content across all formats – audio, video and digital.

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, our ability to increase our market share, the availability of the Amazon platform for our CBD products, 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.

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

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