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Weed the People, a Film Featuring Mara Gordon of Gabriella's Kitchen, to Make its Canadian Debut at the Calgary Underground Film Festival on November 28th

October 18, 2018

Calgary, Alberta - Gabriella's Kitchen Inc. ("**GABY**" or the "**Company**") (CSE : **GABY**), an innovative and leading-edge cannabis wellness company, is pleased to announce that Mara Gordon, Chief Research Officer at GABY and the founder of The Oil Plant ("**TOP**") and the Aunt Zelda's™ line of personal care products, will be appearing in "Weed the People", a film by Ricki Lake and Abby Epstein. Weed the People explores the important issue of utilizing cannabis to treat children with cancer and will be making its Canadian debut on November 28th at the Globe Cinema in Calgary, Alberta during the Calgary Underground Film Festival ("**CUFF**").

Under their joint venture, BOBB Films, Ricki Lake is executive producer and Abby Epstein is the director. Abby and Ricky have produced and directed groundbreaking documentaries including "The Business of Being Born", "Sweetening the Pill", "The Mama Sherpas" and now "Weed The People". Abby Epstein is a film director and producer, and an award winning play director. Prior to her film work, Abby directed theatre productions of RENT and "The Vagina Monologues." Ricki Lake is an American film actress and television host best known for her starring role in the original movie "Hairspray" and for her daytime talk show, "The Ricki Lake Show" which aired for 11 seasons until 2005. The show returned in 2012 and resulted in Ricki winning an Emmy.

As a wholly owned subsidiary of GABY, TOP is a high-grade cannabis extractor and infused product manufacturer located in Northern California. TOP uses a proprietary extraction methodology developed by Mara Gordon, which enables cost-effective extracting of high-grade cannabis oil that is marketed under the Aunt Zelda's™ brand. The extraction methodology is unique because it allows oil to be extracted from all parts of the cannabis plant, including the stem, leaves and other, less appealing parts of the plant which frequently get discarded as waste.

In the film, families who have seriously ill children suffering from various cancers are assisted by cannabis pioneer, Ms. Gordon as she demonstrates how to treat their children with medical cannabis using Aunt Zelda's™ oil. The film is a gripping and moving story outlining the journey

of several families through uncharted waters as they take their children's survival into their own hands, often amid skepticism, and with miraculous results.

Margot Micallef, Founder & CEO of GABY said, "I was deeply moved when I watched the film and very proud of the work Mara has done and continues to do. The film left me hopeful and grateful that pioneers like Mara are changing the health and wellness landscape forever."

"My personal health journey, which led me to cannabis, convinced me that I wanted to dedicate myself to understanding the science behind this amazing plant and to help people easily access its healthful properties. I'm delighted to be combining my efforts with those of GABY to bring a full range of cannabis-infused products to both mainstream grocery and licensed retailers in those states where it is legally allowed" said Ms. Gordon.

Weed the People will be released theatrically in the US at the end of October and will be available on Netflix in April 2019. Tickets to CUFF go on sale on November 1st. For more information go to: <https://www.calgaryundergroundfilm.org/cuffdocs-2018-weed-the-people>

About Gabriella's Kitchen:

Gabriella's Kitchen (GABY) is a pure-play cannabis wellness company. With its existing infrastructure of major retailers and an extensive broker and distribution network, GABY is positioned to service both mainstream grocery with CBD infused products, and licensed cannabis retailers with CBD and THC-infused products throughout Canada and the United States. The Company's non-infused products are currently available in more than 3,400 major retail stores across the U.S. and Canada.

Italian sisters Margot and Gabriella co-founded GABY to bring high quality, delicious, healthy superfoods to the market. The desire to create the all-encompassing wellness company came after Gabriella received a dire cancer diagnosis which spurred the sisters to prolong Gabriella's life through a holistic approach to health. GABY directly and through TOP now offers a diverse range of products that cater to a variety of dietary and health concerns. Although Gabriella ultimately passed away from her illness, she lived exponentially longer than doctors predicted. Her memory and passion live on through GABY's mission: to empower people to live healthy lives without compromise.

Further information: For investment inquiries, please contact Scott Koyich, Investor Relations at IR@gabriellas-kitchen.com or (800) 674-2239. For media inquiries, please contact Lana Rogers, Public Relations Consultant, at Lana@Lanarogerspr.com or (403) 519-7959.

Disclaimer and Forward-Looking Information

The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this release. Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties, certain of which are beyond the control of Gabriella's Kitchen Inc. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company assumes no obligation to update forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

As announced in GABY's press release dated October 16, 2018, GABY has completed its acquisition of The Oil Plant, Inc. ("TOP") and TOP's associated cannabis licenses (the "Transaction"). With the successful completion of the Transaction, TOP has become a wholly owned subsidiary of GABY. TOP owns a Type-6 cannabis license in California. Cannabis is legal in the State of California however cannabis remains illegal under United States ("U.S.") federal laws. The U.S. Department of Justice issued guidance in 2013 indicating that it will focus on certain enforcement priorities, outside of which it will generally not enforce federal prohibitions on cannabis in U.S. states that have authorized this conduct so long as the U.S. state has implemented a strong and effective regulatory program. This federal guidance is subject to change, rescission or alteration by other federal government policy pronouncements at any time.

TOP's business is conducted in a manner consistent with the State law of California and is in compliance with regulatory and licensing requirements applicable in the State of California. However, the readers should be aware that change in federal guidance on enforcement actions could adversely affect TOP's ability to access private and public capital required in order to support continuing operations and its ability to operate in the U.S.