

Gabriella's Kitchen Appoints Maureen Putman, a Leader in the Natural and Organic Industry, as Special Advisor to the Company

CALGARY, ALBERTA – November 26, 2018 – Gabriella's Kitchen Inc. ("**GABY**" or the "**Company**") (CSE: **GABY**), an innovative and leading-edge cannabis wellness company, is pleased to announce the appointment of Maureen Putman as a Special Advisor to the Company. Maureen is the former President of The Grocery and Snacks Division of The Hain Celestial Group, Inc. (NASDAQ: HAIN) and has also held the position of Chief Innovation Officer. Maureen will contribute her skills and expertise to the development and achievement of GABY's vision to penetrate and lead the mainstream market as a trusted cannabis wellness company. Maureen is particularly focussed on developing and bringing CBD-infused products to the mainstream and natural channels.

"As an innovator in the natural and organic product sector, Maureen's strategic insights and extensive experience will contribute significantly to GABY's continued growth and evolution," said Margot Micallef, founder and CEO of Gabriella's Kitchen. "As a pioneer in the health and wellness industry and with her history in bringing organic products to consumers two decades ago when *organic* was at its infancy, Maureen will provide significant guidance for positioning and launching GABY's CBD wellness products into the mainstream."

Maureen's prior experience, joining Hain as a start up and significantly contributing to its growth to over \$2.5 billion, positions her well to help guide GABY to its projected growth targets. Further, as GABY continues to expand, Maureen's knowledge and experience building brands from scratch to category leaders is an incredible value for GABY. In addition, Maureen's *hands-on* experience working with key retailers in the US including Kroger, Walmart, Whole Foods, Target, Safeway and Wegmans will assist GABY as it continues to grow its presence in the consumer market with its full range of health and wellness products.

"I am pleased to join Gabriella's Kitchen," stated Ms. Putman. "The responsible introduction of cannabinoids in food and personal care products is important for consumers seeking their benefits," she continued. "In addition, it is critical to expand the appeal of these products to key market segments ahead of competition by using our core competencies in R&D and manufacturing to add value and to communicate the benefits of GABY's products for long-term loyalty," she added. "I'm also looking forward to working with Margot and with Mara Gordon, whose background as a pioneer in understanding the health attributes of various cannabinoids elevates the Company's ability to create high-quality wellness products." she concluded.

GABY's *alto*[™] and Aunt Zelda's[™] cannabis based and infused products are currently in licensed retail locations throughout California.

About Gabriella's Kitchen

Gabriella's Kitchen (GABY) is a pure-play cannabis wellness company holding a manufacturing and a distribution license issued by the California Bureau of Cannabis Control. With these licenses and 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 also has over 25 non-infused products available in more than 3,400 major retail stores across the U.S. and Canada.

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 The Oil Plant 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 Margot Micallef, Founder & CEO or 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. Forward looking statements include, but are not limited to, the anticipated availability of the Company's Infused Products. 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.

The Oil Plant, Inc. ("TOP") is a wholly owned subsidiary of GABY. TOP owns 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.