



Brain Armor® Announces Distribution at Walmart Inc.

Brookfield, WI - ([NewMediaWire](#)) – April 10, 2018 - Brain Armor Inc., an innovative nutrition company dedicated to improving cognitive health and performance on every field of play and a subsidiary of Trident Brands, Inc. (OTCQB: [TDNT](#)), has announced new distribution with Walmart Inc. Brain Armor will launch their proprietary Super Omega-3+ dietary supplement in two dosage forms, a natural mango-lime flavor liquid and a vegetarian softgel in 1,000+ Walmart stores. Both items will be available mid-April and merchandised in the sports nutrition category, reinforcing Brain Armor's established position with amateur athletes and professional sports organizations.

“We are excited to expand Brain Armor's presence and availability with Walmart,” said Mark Cluett, COO of Trident Brands Inc. “Our brain first approach to nutrition and personal performance is well-established at an elite level. This healthy brain, healthy body philosophy is even more relevant to active adults who understand the importance of nutrition for the brain at every stage of life.”

Brain Armor has developed a range of novel formulas including plant-based DHA and EPA omega-3, vital nutrients, anti-oxidants and healthy fats that are clinically-proven to support structural brain, vision and cardiovascular health. The nutrients in Brain Armor's proprietary formulas are particularly difficult to attain through dietary sources alone.

Brain Armor products are vegetarian, made in the USA and are a regular part of many professional and elite amateur athlete and team conditioning programs.

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About Brain Armor®

Brain Armor is on a mission to improve cognitive health, well-being and performance at every stage of life and on every field of play. Our products are clinically-proven dietary supplements formulated with omega-3, healthy fats and vital nutrients, designed to support structural brain health and performance. Brain Armor products are vegetarian, made in the USA and are a regular part of many professional and elite amateur athlete and team conditioning programs. Brain Armor Inc. is a subsidiary of Trident Brands Incorporated (OTCQB: [TDNT](#) – [tridentbrands.com](#)).

For more information, please visit www.Brain-Armor.com.

About Trident Brands, Inc.

Trident Brands Incorporated is a publically-traded nutraceutical company ((OTCQB: [TDNT](#)), structured to rapidly develop private label, control label, brand label and proprietary ingredient platforms in the dynamic active nutrition, dietary supplement and functional ingredient categories.

For more information, please visit www.tridentbrands.com.

**Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of the "safe-harbor" provisions of the Private Securities Litigation Reform Act of 1995 that are not historical facts. These statements can be identified by the use of forward-looking terminology such as "believe," "expect," "may," "will," "should," "project," "plan," "seek," "intend," or "anticipate" or the negative thereof or comparable terminology, and include discussions of strategy, and statements about industry trends and the Company's future performance, operations, and products. Such statements involve known and unknown risks, uncertainties and other factors that could cause the Company's actual results to differ materially from the results expressed or implied by such statements. Such risks and uncertainties include, without limitation, market acceptance of the Company's forthcoming line of nutritional products; the Company's compliance with applicable Food and Drug Administration regulations; the Company's reliance on third-party contractors to mix and produce its products; the Company's ability to develop an effective marketing strategy; the Company's ability to control advertising and marketing costs; the Company's ability to develop and increase awareness of its forthcoming brands; the success of the Company's marketing focus to retail buyers; the Company's exposure to product liability claims and intellectual property claims from third parties; and the Company's reliance on the expected growth in demand for its products. For a discussion of these and other risks and uncertainties see "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's public filings with the SEC. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. The Company has no obligation to update the forward-looking information contained in this press release.

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