

TRIDENT BRANDS, BRAIN ARMOR® AND NORTSHORE UNIVERSITY HEALTHSYSTEM PROVIDE UPDATE ON BRAIN HEALTH RESEARCH COLLABORATION



Brookfield, WI - (NewMediaWire) – UPDATE - Trident Brands Inc. (OTCQB: TDNT), a biotech and nutraceutical company, Brain Armor® and NorthShore University HealthSystem (NorthShore) have successfully begun laboratory experimentation utilizing Trident Brands' proprietary formulas for study of their effects on mitigation of the effects of traumatic brain injury. While both severe and mild traumatic brain injury (concussion) have been a major problem for the general population, athletes, and active duty military personnel, no pharmacological treatment has emerged to reduce brain injury or facilitate the brain's healing process. The cornerstone of the therapy involves the brain's primary fatty acid, docosahexaenoic acid or DHA, which has previously been shown to have beneficial effects in such injuries, but investigators are also researching the potential for cannabinoids to limit injury or improve upon the healing process. Results are expected to be announced later this year.

"We are enthusiastic about this collaboration and continuing our laboratory's experimental work on brain injury, cellular mechanisms, and protection," said Julian Bailes, MD, Chairman of the Department of Neurosurgery at NorthShore and co-director of the NorthShore Neurological Institute. "The potential for improvement in the brain's responses to inflammation, compromise in blood flow, traumatic damage, and repetitive impacts are areas of exciting research. This ongoing work should open up areas of additional understanding and insight for better outcomes from mild traumatic brain injury."

"This initial research collaboration with NorthShore will establish a firm foundation for our future research which will focus on determining the potential for prevention of injury and further determining ability to repair after injury. Through this research, Brain Armor will be able to create new, scientifically validated nutritional and supplement programs designed specifically for optimal brain health and improved cognitive performance. We are thrilled to partner with NorthShore in challenging the status quo of current brain-related knowledge," says Alan Jones, Chief Development Officer for Trident Brands, Inc.

About NorthShore University HealthSystem

NorthShore University HealthSystem (NorthShore) is an integrated healthcare delivery system consistently ranked as a Top 15 Major Teaching Hospital in the U.S. The NorthShore system, headquartered in Evanston, Illinois, includes four hospitals – Evanston, Glenbrook, Highland Park and Skokie. NorthShore also includes a 950+ physician multispecialty group practice, NorthShore Medical Group, with more than 140 practices in the Chicagoland area. NorthShore is a Magnet recognized organization, the first in Illinois to receive this prestigious honor as an entire system that demonstrates nursing excellence and high standards in patient care. The system also includes the NorthShore Research Institute; the NorthShore Foundation; and the NorthShore Home & Hospice Services. As a not-for-profit organization, NorthShore provides \$235 million in charitable care and services to the communities it serves, while philanthropic support from individuals and organizations enhances clinical care, research and education programs across the system.

For more information, please visit www.northshore.org.

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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 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 view www.brain-armor.com.

About Trident Brands Inc.

Trident Brands Incorporated is a publicly-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.

Website:

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