

TRIDENT BRANDS SIGNS U.S. DISTRIBUTION AGREEMENT FOR THEIR BRAIN ARMOR® BRAND WITH THRESHOLD® ENTERPRISES, LTD.

Brookfield, WI - (NewMediaWire) – March 1, 2019 - Trident Brands Inc. (OTCQB: TDNT), a biotech and nutraceutical company, announces a U.S. distribution agreement for their Brain Armor® brand with Threshold® Enterprises, Ltd. This agreement allows Threshold to distribute Brain Armor® products throughout all 50 states in the U.S. Recognized as one of the largest manufacturers and distributors of nutritional supplements and other natural products, Threshold offers more than 450 brands, 18,000 products and distributes to 10,000+ retailers throughout the U.S. and Puerto Rico. This distribution agreement will greatly benefit Brain Armor® Inc., a Trident Brands subsidiary, in its ongoing efforts to achieve country wide distribution and continue its effort to be the market leader in the cognitive health supplement industry.



“We are very pleased to have established a national distribution agreement with Threshold Enterprises, Ltd. Their experience and successful track record in distributing high quality supplements in the United States is well known and will be instrumental in growing the Brain Armor® brand as we continue to expand internationally. The entire Brain Armor team is very excited to work with Threshold to make Brain Armor® the brain supplement of choice”, says Mark Cluett, COO of Trident Brands Inc.

“Threshold looks forward to representing Brain Armor® across our wide distribution network. We are very impressed with this state of the art brain health supplement line and their scientific and clinical approach. With the help of the entire team at Threshold, we believe that Brain Armor® will be a major player in the brain health supplement market”, says Threshold VP of Sales, Roy McDonald.

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 on Brain Armor®, please visit www.brain-armor.com

About Threshold Enterprises, Ltd.

Founded in 1978, Threshold Enterprises, Ltd, shares a vision to empower wellness on a global scale by providing fine-quality dietary supplements and nutritional education. Recognized as one of the largest manufacturers and distributors of nutritional supplements and other natural products, Threshold offers more than 450 brands and 18,000 products distributed throughout all 50 states, as well as in international markets. Threshold is dedicated to holistic healthcare, an approach based on treating the entire body, in an effort to achieve optimum wellness. With more than 40 years of experience, Threshold is an honored recipient of awards for the quality of its products, outstanding customer service, educational-based marketing, great deals and discounts, and a successful history of industry advocacy.

For more information, please visit www.thresholdenterprises.com

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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:

www.TridentBrands.com
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