



Elev8 Brands, Inc. Launches Revolutionary Hemp Coffee Brand

Premier blend of hemp coffee to be available in biodegradable 12 oz. bags and eco-friendly single-serve cups.

ROCKLEDGE, FL / JANUARY 23, 2017 / Elev8 Brands, Inc. (OTC Pink: VATE) Elev8 Hemp LLC, a wholly owned subsidiary of Elev8 Brands, Inc. announces the launch of a revolutionary hemp coffee made with high-quality South American sourced coffee beans. Elev8 Hemp coffee is Made in the U.S.A. and packaged with sustainable and eco-friendly materials.

Through an extensive vetting process Elev8 Brands, Inc. has come to exclusive terms with a specialty coffee roaster and manufacturer located in the Midwest. Under the terms of the agreement, Elev8 Brands, Inc. will utilize this partner for product development, roasting, and packaging into eco-friendly bags and single-serve cups. The company has also secured intellectual property rights to the Elev8 Brands, Inc. hemp coffee recipe.

Elev8 Brands, Inc. initial launch will consist of a proprietary mix of Guatemalan, Columbian and Brazilian sourced coffee beans blended with roasted hemp seeds provided by partner Sipp Industries. The blend is a medium roast that perfectly matches hemp seed's nutty flavor profile. This coffee not only is uniquely flavorful, but nutritious with the vitamins, minerals, and essential fatty acids (EFA's) Omega 3, 6, 9 yielded by the hemp seeds.

The company is excited to announce the coffee will be packaged in biodegradable bags and eco-friendly single-serve cups that are made of bamboo and corn-based PLA material. This sustainable material is "landfill free" leaving a positive impact on the environment. All single serve cups are compatible with Keurig 2.0 and most other popular single serve brewing systems.

Chief Executive Officer, Ryan Medico, stated, "We're extremely excited to launch Elev8 Hemp Coffee. When customers taste our product they will experience the superior quality and

craftsmanship that went into it." Medico continued, "We have sampled many of the hemp coffees on the market today and there is nothing that compares to what we have created."

The company is in final preparation plans and expects products to be available for purchase over the next 2-4 weeks, or sooner. The manufacturer is an Amazon approved facility making the process to mass market Elev8 Hemp Coffee with Amazon a seamless process. In addition, the company will market Elev8 Hemp Coffee business-to-business and consult with partners such as Kona Gold (OTC Pink: KGKG) who are developing partnerships with distributors marketing hemp-based food and beverage products.

About Elev8 Brands, Inc.:

Elev8 Brands, Inc. specializes in the development and marketing of products for the fitness and wellness markets. The company is founded on the basis of creating high-quality, sustainable, products for health conscious consumers.

About Elev8 Hemp LLC:

Elev8 Hemp LLC is a wholly-owned subsidiary of Elev8 Brands, Inc. which focuses on the development and marketing of hemp-based food, beverage, and health care products including hemp coffee, hemp water, and hemp-based skin care products.

Please visit, www.elv8hemp.com for more information

Safe Harbor Statement:

The information posted in this release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words "may," "will," "should," "plans," "expects," "anticipates," "continue," "estimate," "project," "intend," and similar expressions. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing various engineering and manufacturing programs, changes in customer order patterns, changes in product mix, continued success in technological advances and delivering technological innovations, shortages in components, production delays due to performance quality issues with outsourced components, and various other factors beyond the Company's control.