

Elev8 Brands, Inc. Adds Coffee Industry Expert David Silverstein to Lead National Expansion Efforts

David Silverstein to join Elev8 Brands as Company's President

ROCKLEDGE, Fla., April 12, 2017 (GLOBE NEWSWIRE) -- Elev8 Brands, Inc. (OTC Pink:VATE), a holding company focused on the commercial development of hemp and CBD-based products within the health and wellness markets announces the hiring of David Silverstein as President of Elev8 Hemp, LLC.

David Silverstein is the Founder and Owner of a large manufacturing and packaging facility, which is a well-known coffee roaster and packager based in Wood Dale, IL. Mr. Silverstein's facility provides a comprehensive array of services from roasting and grinding to packaging and branding. Mr. Silverstein's state-of-the-art facility combines the latest in coffee roasting technology and currently serves national coffee brands. The facility is Amazon.com approved and maintains Fair Trade, Organic, and Kosher certifications which are mandatory requirements for large retail chains such as Whole Foods Market, Kroger, and Publix.

Mr. Silverstein is also the sole owner of Nomad Coffee Roasters brand. Nomad Coffee Roasters currently sells a portfolio of premium coffee products including Bright Midnight, Good Morning, Night Owl, Ethiopian, Lost City, and Tanzania. Nomad Coffee Roasters is a growing brand which focuses on business-to-business sales and distribution. Nomad Coffee Roasting products can be found on Amazon.com and in 25 retail locations throughout the greater Midwest. More information can be found at www.nomadcoffeeroasters.com.

Ryan Medico, Chief Executive Officer, commented, "We could not have found a better subject matter expert with a deeper understanding of the global sourcing, manufacturing, packaging, branding and distribution of premium coffee products. David Silverstein instantly makes Elev8 Brands, Inc. a major player in premium coffee space. We are ecstatic to bring David onto the Elev8 team."

This strategic move provides multiple cost savings synergies which the company will immediately capitalize on.

Medico concluded, "David and his team know exactly how to get premium coffee brands on the shelves of major retailers and coffee distributors. We have begun the initial process of being evaluated by major retail and distribution channels and look forward to updating shareholders on our progress.

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.elev8hemp.com for more information

About O2 Breathe LLC:

O2 Breathe is a wholly-owned subsidiary of Elev8 Brands, Inc. which focuses on their oxygen bar while bringing in an array of CBD products. O2 Breathe carries CBD tinctures, CBD vape, CBD lotions and message products. O2 Breathe is currently looking to offer CBD at their oxygen bar.

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.