

Elev8 Brands, Inc. Retires 275 Million Shares of Common Stock

ROCKLEDGE, Fla., May 12, 2017 (GLOBE NEWSWIRE) -- Elev8 Brands, Inc. (OTC Pink:VATE), a holding company focused on the commercial development of hemp and CBD-based products including hemp coffee, tea, and E-juices which target the health and wellness markets, announces the retirement of 275 million (275,000,000) shares of common stock.

The company successfully negotiated through a private transaction the retirement of these shares which will improve the capital structure and overall health of the company. The effective date of the transaction is May 18th, 2017.

Chief Executive Ryan Medico stated, “The return of these shares to the treasury instantly adds value to shareholders and demonstrates our desire to maintain a strong and healthy capital structure. Our upcoming quarterly report will reflect the retired shares, as well as update the current share structure.”

The Company is also excited to announce that the newly formulated hemp coffee flavors Hazelnut Crème and French Vanilla are now available for purchase on Amazon.com.

Medico concluded, “Elev8 Brands, Inc. continues to hit milestones set in our aggressive growth plans and we look forward to the next growth phase. After very successful meetings with Mr. Shuman and Mr. Silverstein this week in Colorado, we are set to expand our product line to enter into various vertical markets as well as continue to acquire synergistic companies. Elev8 is set to become a conglomerate in the Hemp industry, focusing on various product lines that will help increase value for our shareholders.”

Elev8 recently announced that Tom Shuman joined Elev8 Brands, Inc. as a senior consultant. Tom Shuman is an ex-professional athlete that has parlayed his competitive nature into a tremendously successful Senior Level Sales & Marketing Executive with experience and expertise in Building Corporate Value. Whether challenged to accelerate growth within a mature business market, orchestrate an aggressive turnaround, or launch a new brand or product, Tom and his Sales & Marketing teams have consistently delivered strong operating and financial results.

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.

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.

Please visit www.elev8hemp.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.