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## FOR IMMEDIATE RELEASE

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## CANBIOCIN ANNOUNCES NEW DIRECTOR OF SALES

*CanBiocin growth trajectory further supported by addition of senior resource to leadership team*

EDMONTON, Alberta; February 23, 2023 – CanBiocin, and its wholly owned US operation PureCultures2020, creators of species-specific probiotics to support the health and productivity of companion animals and livestock, is pleased to announce Sheri O'Brien has joined the company as Director of Sales.

"Continuing economic headwinds have not stopped growth for CanBiocin & PureCultures2020 nor the demand for the unique probiotic solutions we produce and bring to market," says CEO, Dr. J.F. (Jake) Burlet. "Our team continues to grow and Sheri will be a key contributor to our leadership group with her experience and track record."

Sheri has 25 years of professional sales experience with functional food ingredients having worked in senior roles with Kraft, Unilever and most recently BioNeutra. Ms. O'Brien's work with prebiotics and other functional ingredients gives her a solid foundation that will add value to existing customers, as well as help introduce the products to new customers.

### About CanBiocin

CanBiocin is a global leader in species-specific companion animal and livestock probiotic development. With a mission to build health from the inside out, the company's B2B customers are leading animal wellness companies which focus on overall microbiome health to support animal wellness, vitality and productivity. CanBiocin premium probiotic lines help animal wellness companies meet their customers' needs to care for their pets as integral members of their families deserving of the same attention and investment in their health and wellness.

CanBiocin's livestock probiotics offer a natural, non-antibiotic alternative to support livestock health and production. Poultry and swine producers benefit by having healthier, productive animals. CanBiocin has a growing number of customers in North America, as well as internationally. For more, see [www.canbiocin.ca](http://www.canbiocin.ca) and [www.purecultures2020.com](http://www.purecultures2020.com).