

Sproutly Announces Hiring of Previous Executive from SC Johnson and Pepsi



TORONTO ? December 5, 2018 /[Canna Newswire](#)/ ?]Sproutly Canada, Inc. ([CSE: SPR](#)) ([OTCQB: SRUTF](#)) ([FSE: 38G](#)) is pleased to announce the hiring of Melise Panetta to the senior leadership team as Vice President of Sales and Marketing to focus on the Company's branding, marketing and sales objectives of becoming a leading cannabis formulations company focused on beverages.

Melise Panetta most recently led the sales strategy as Director of Sales for SC Johnson, a privately held global consumer packaged goods company, responsible for delivering profitable category and brand growth for 200+ customers across multiple classes of trade including Sobeys, Save on Foods, London Drugs, and Federated Co-op among others. Prior to her role as Director of Sales, Melise was Head of Marketing with responsibilities including realigning their investment strategy behind brands, establishing their strategic net revenue framework, and delivering strong market share gains.

Previous to SC Johnson, Melise held roles of increasing responsibility at PEPSICO, Inc. (NASDAQ: PEP) for 8 years, and most recently as Senior Marketing Manager, Corporate Initiatives.

Melise holds a Master of Business Administration from York University and a Bachelor of Science in Biology, Honors, from University of Western Ontario.

"We are very excited for Melise to be joining the Sproutly leadership team. She brings a tremendous amount of sales, marketing, and branding experience from established consumer packaged goods and beverage companies to Sproutly," said Keith Dolo CEO of Sproutly. "Her proven track record, along with her drive to form winning brands will allow Sproutly to successfully deliver on our product brand strategy," concluded Keith.

About Sproutly Canada, Inc.

Sproutly's core mission is to become the leading supplier to the cannabis beverage and edibles market. Our Toronto based, ACMPR licensed facility was built to cultivate pharmaceutical grade cannabis to supply a technological breakthrough in producing and formulating the first natural, truly water-soluble cannabis solution. Our water-soluble ingredients and our bio-natural oils will deliver revolutionary brands to international markets that are clamouring for well-defined commercial products. Sproutly's business focus is to execute on partnerships with local and globally established consumer brands to leverage their existing customer bases, further expand brand loyalty, assist with marketing, and support distribution networks to deliver this scientific breakthrough with speed and efficiency worldwide.

For more information on Sproutly, please visit: www.sproutly.ca.

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