

Brain Armor® Parent Company Trident Brands Inc. Establishes Research Collaboration Partnership with NorthShore University HealthSystem



Brookfield, WI, Aug. 20, 2018 (GLOBE NEWSWIRE) – Trident Brands Inc. (OTC-QB:TDNT), a nutraceutical company structured to rapidly develop private label, control label, brand label and proprietary ingredient platforms in the dynamic active nutrition, dietary supplement and functional ingredient categories, announces a research collaboration partnership with NorthShore University HealthSystem (NorthShore). This collaboration will greatly benefit Brain Armor® Inc., a Trident Brands subsidiary, in its ongoing efforts to be the market leader in the cognitive health supplement industry.

Trident Quote:

“We are very pleased to have established a research collaboration partnership with NorthShore. They will be instrumental in our pursuit of being the market leader in the ever-growing cognitive health supplement sector. In particular, our Brain Armor® brand will benefit from this alliance as we continue to roll out industry leading cognitive health supplements,” says Tony Pallante, CEO of Trident Brands Inc.

“For Brain Armor, having a relationship with NorthShore allows us to set a new standard for evidence-based brain health research and for the development of cutting-edge products. This collaboration, and the knowledge it will generate, will lay the foundation for new discoveries and new methodologies that will have a major impact on holistic brain health,” says Alan Jones, Chief Science Officer for Trident.

NorthShore Quote:

“NorthShore is excited about partnering in this research initiative and looks forward to any new discoveries that may result from this partnership – particularly as it pertains to overall brain health,” says Michael Caplan, MD, Chief Scientific Officer for NorthShore.

About Brain Armor®

Brain Armor is on a mission to improve cognitive health, well-being and performance at every stage of life and on every field of play. Our products are clinically-proven dietary supplements formulated with omega-3, healthy fats and vital nutrients, designed to support structural brain health and performance. Brain Armor products are vegetarian, made in the USA and are a regular part of many professional and elite amateur athlete and team conditioning programs. Brain Armor Inc. is a subsidiary of Trident Brands Incorporated (OTCQB: TDNT – trident-brands.com).

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About Northshore University Health System

NorthShore University HealthSystem is an integrated healthcare delivery system consistently ranked as a Top 15 Teaching Hospital in the U.S. The NorthShore system, headquartered in Evanston, IL, includes four hospitals – Evanston, Glenbrook, Highland Park and Skokie. NorthShore also includes a 900 physician multi-specialty group practice, NorthShore Medical Group, located in over 100 locations in the Chicagoland area. NorthShore is a Magnet recognized organization, the first in Illinois to receive this prestigious honor as an entire system that demonstrates excellence in nursing and high standards in patient care. The system also supports the NorthShore Research Institute; the NorthShore Foundation; and the NorthShore Home & Hospice Services. In addition to launching Be Well Lake County, a community health initiative committed to providing greater access to comprehensive care, NorthShore contributes more than \$210 million in charitable care and services to the communities it serves.

About Trident Brands, Inc.

Trident Brands Incorporated is a publicly-traded nutraceutical company (OTCQB: TDNT), structured to rapidly develop private label, control label, brand label and proprietary ingredient platforms in the dynamic active nutrition, dietary supplement and functional ingredient categories.

For more information, please visit www.tridentbrands.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe-harbor" provisions of the Private Securities Litigation Reform Act of 1995 that are not historical facts. These statements can be identified by the use of forward-looking terminology such as "believe," "expect," "may," "will," "should," "project," "plan," "seek," "intend," or "anticipate" or the negative thereof or comparable terminology, and include discussions of strategy, and statements about industry trends and the Company's future performance, operations, and products. Such statements involve known and unknown risks, uncertainties and other factors that could cause the Company's actual results to differ materially from the results expressed or implied by such statements. Such risks and uncertainties include, without limitation, market acceptance of the Company's forthcoming line of nutritional products; the Company's compliance with applicable Food and Drug Administration regulations; the Company's reliance on third-party contractors to mix and produce its products; the Company's ability to develop an effective marketing strategy; the Company's ability to control advertising and marketing costs; the Company's ability to develop and increase awareness of its forthcoming brands; the success of the Company's marketing focus to retail buyers; the Company's exposure to product liability claims and intellectual property claims from third parties; and the Company's reliance on the expected growth in demand for its products. For a discussion of these and other risks and uncertainties see "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's public filings with the SEC. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. The Company has no obligation to update the forward-looking information contained in this press release.

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