

Trident Brands Inc. and NorthShore University HealthSystem Initiate Pre-clinical Trial of Brain Armor® Formulas

Brookfield, WI, Sept. 24, 2018 (GLOBE NEWSWIRE) – via NEWMEDIAWIRE – Trident Brands Inc. (OTCQB: TDNT), a biotech and nutraceutical company, announced the first research project to be initiated under a research collaboration partnership with Evanston, Illinois-based NorthShore University HealthSystem (NorthShore).

The pre-clinical trial will advance nutrition science by investigating Brain Armor® proprietary formulas and how they may mitigate mild Traumatic Brain Injury (mTBI) in an animal model.

“Our partnership will allow Brain Armor to lead the way in the development of scientifically validated supplements targeting holistic brain health. The project we are announcing today is just the beginning of a long-term research collaboration to identify how we can improve the overall function of the brain by providing nutrients to support brain cell structure, improve mitochondrial function and protect the brain from inflammation. In this phase we are exploring CBD and the entourage effect of CBD plus other nutrients on mTBI, a significant brain health issue. We will also seek to determine which nutrients and nutrient combinations may improve focus, cognition and mental performance,” says Alan Jones, Chief Scientific Officer for Trident Brands Inc.

Trident Brands Inc. is structured to develop and commercialize innovative brand platforms, private and control label programs and proprietary ingredient technology in the active nutrition and dietary supplement category.

“We are enthusiastic about this collaboration, as well as continuing our laboratory’s experimental work on brain injury, cellular mechanisms, and protection,” said Julian Bailes, MD, Chairman of the Department of Neurosurgery at NorthShore and co-director of the NorthShore Neurological Institute. “The potential for improvement in the brain’s responses to inflammation, lack of blood flow, traumatic damage, and repetitive impacts are areas of exciting research in which we look forward to participating. This ongoing work should open up areas of additional understanding and insight into a better outcome from mild traumatic brain injury.”

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 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 – tridentbrands.com).

For more information, please view www.brain-armor.com.



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About Northshore University Health System

NorthShore University HealthSystem (NorthShore) is an integrated healthcare delivery system consistently ranked as a Top 15 Teaching Hospital in the U.S. NorthShore, headquartered in Evanston, IL, includes four hospitals – Evanston, Glenbrook, Highland Park and Skokie. NorthShore also includes a 900-physician multispecialty group practice, NorthShore Medical Group, located in over 100 office locations in the Chicagoland area. NorthShore is a Magnet recognized organization, the first in Illinois to receive this prestigious honor as a system that demonstrates excellence in nursing and high standards in patient care. The system also supports the NorthShore Research Institute; NorthShore Foundation; and 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.

For more information, please visit www.northshore.org.

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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