

LEADING HEALTH EXPERT BRYCE WYLDE JOINS BRAIN ARMOR® ADVISORY BOARD FOCUSING ON EDUCATION AND INNOVATION

Brookfield, WI - (NewMediaWire) - March 26, 2019 - Trident Brands Inc. (OTCQB: TDNT) today announced that leading health expert, functional medicine clinician, and media personality Bryce Wylde has joined the Brain Armor® Advisory Board. With nearly twenty years of experience in clinical practice, Bryce has always focused his practice on nutrition, supplements, and personalized medicine. Bryce is the current health and wellness expert on Breakfast Television and Cityline as well as a regular guest and part of the medical advisory board on the Dr. Oz show. Bryce Wylde joins Dr. Julian Bailes (Chairman of Neurosurgery at NorthShore University HealthSystem) on the Brain Armor® advisory board and will harness the voice of the consumer to create new formulations, new technologies, and deliver educational programs that help people maintain the healthiest brain possible.



"For many, being healthy means exercising for your heart, making good dietary choices for your waist line, wearing sunglasses to protect your eyes, perhaps being diligent to apply sunblock to prevent skin damage among other things. But, very few of us ever think "what have I done for my brain today?" Throughout my clinical career, I've come to realize that this may be the single most important question you can ask yourself. If you live by healthy rules that best serve your brain, you will live an optimal life.

This is the first time in my career I've directly aligned myself with a company who manufactures natural health products. The decision was simple. Brain Armor has committed to leading the brain health space. This is directly in line with my mission to positively impact the health of one billion brains before I leave this planet." – Bryce Wylde

"It is a true testament to our organization and mission to have Bryce join the Brain Armor® team. His expertise in personalized medicine, nutrition and the natural health supplement industry will make him an outstanding asset as we continue to develop of our Brain Armor® line of supplements and advance our mission to become recognized worldwide as The Healthy Brain Company", said Anthony Pallante, Chairman and CEO of Trident Brands Inc.

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 – tridentbrands.com).

For more information on Brain Armor®, please visit www.brain-armor.com

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.

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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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