

## **RESPECTED NATURAL PRODUCTS MARKETING STRATEGIST MIKE DANIELSON ACCEPTS POSITION ON TRIDENT BRANDS INC. ADVISORY BOARD**



**Brookfield, WI - (NewMediaWire) – May 24, 2019** - Trident Brands Inc. (OTCQB: TDNT) today announced that respected natural products marketing strategist Mike Danielson has accepted a position on Trident Brands Inc. Advisory Board. Mike is Partner and President of the Health and Nutrition Division of Media Relations Agency. With more than 30 years of experience, he has orchestrated hundreds of the health, nutrition and nutraceutical industry's most successful consumer and business-to-business promotional campaigns.

*"I couldn't be more excited about this opportunity with Trident and Brain Armor," said Danielson. "Trident's combination of ingredient technologies, formulation, manufacturing, sales and marketing within the brain health category makes it uniquely poised to meet the growing demand by market segments ranging from performance athletes to seniors seeking cognitive performance protection and overall nutritional brain support."*

*"Mike's strategic brand marketing expertise in the natural products industry will make him an important asset for our organization and specifically as we work to support and grow our Brain Armor® line of supplements," 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](http://tridentbrands.com)).

For more information on Brain Armor®, please visit [www.brain-armor.com](http://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](http://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.

**Website:** [www.TridentBrands.com](http://www.TridentBrands.com)

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