



## **Sugarmade On Sriracha Seasoning Stix Launch: It's A Major Hit!**

City of Industry, Calif., Nov 10, 2017 - Sugarmade, Inc. (OTCQB:SGMD), today comments on its recent product launch of Sriracha Seasoning Stix, a new culinary seasoning technology, using the real Sriracha Hot Chili Sauce from Huy Fong Foods, Inc. Thus far, online revenues on the [www.SrirachaStix.com](http://www.SrirachaStix.com) website are significantly exceeding expectations. Further acceleration in revenue, mainly led by the Company's Holiday gift packs, is expected as the important Holiday gift giving seasoning commences.

"We are pleased to announce our Sriracha Seasoning Stix launch is a tremendous success," commented Mr. Jimmy Chan, CEO of Sugarmade. "Sriracha Seasoning Stix Holiday gift packages are already becoming a huge hit with consumers. Online sales are greatly exceeding our expectations and we are pulling out all the stops to build inventory to meet the growing holiday season demand. We expect the positive revenue impact on our Company to be significant."

Sriracha Seasoning Stix are an innovative way to season meat, fish, poultry and vegetables from the inside out, using the real Sriracha Hot Chili Sauce from Huy Fong Foods, Inc. The product is so unique it has been awarded three U.S. patents. The Stix are made of seasoning and spices that are formed into a solid stick that is inserted into food prior to cooking. During the cooking process, Sriracha Seasoning Stix change from a solid to a liquid, infusing delicious flavors from the inside out.

In addition to Sriracha Seasoning Stix, the Company is also marketing several products from the Seasoning Stix product line also, under license from Seasoning Stix International, LLC. Several other products are scheduled to be added to the product portfolio available online at [www.SrirachaStix.com](http://www.SrirachaStix.com).

Sugarmade filed an important disclosure with the U.S. Securities & Exchange Commission concerning these events. The filing can be seen at:  
[https://www.sec.gov/Archives/edgar/data/919175/000152013817000334/sgmd-20171027\\_8k.htm](https://www.sec.gov/Archives/edgar/data/919175/000152013817000334/sgmd-20171027_8k.htm)

### **About Sugarmade, Inc. (OTCQB:SGMD)**

Sugarmade, Inc. is a product and brand marketing company investing in products and brands with disruptive potential. Sugarmade is a party to a license with Huy Fong Foods, Inc. and has an agreement with Huy Fong Foods, Inc. to use the licensed marks for the limited products and purposes permitted by the license. Seasoning Stix are protected by three issued U.S. patents, which are utilized by Sugarmade under agreement from Wyoming-based, Seasoning Stix International, LLC. For more information on the Company's products, please visit <http://www.Sugarmade.com>. Information on Sriracha Seasoning Stix can be viewed at <http://www.SrirachaStix.com>. Information on Huy Fong Foods, Inc. can be view at [www.huyfong.com](http://www.huyfong.com).

For inquiries please contact Sugarmade at (888) 982-1628 or [info@SrirachaStix.com](mailto:info@SrirachaStix.com).



**FORWARD-LOOKING STATEMENTS:** This release contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements also may be included in other publicly available documents issued by the Company and in oral statements made by our officers and representatives from time to time. These forward-looking statements are intended to provide management's current expectations or plans for our future operating and financial performance, based on assumptions currently believed to be valid. They can be identified by the use of words such as "anticipate," "intend," "plan," "goal," "seek," "believe," "project," "estimate," "expect," "strategy," "future," "likely," "may," "should," "would," "could," "will" and other words of similar meaning in connection with a discussion of future operating or financial performance. Examples of forward looking statements include, among others, statements relating to future sales, earnings, cash flows, results of operations, uses of cash and other measures of financial performance.

Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties and other factors that may cause the Company's actual results and financial condition to differ materially from those expressed or implied in the forward-looking statements. Such risks, uncertainties and other factors include, among others such as, but not limited to economic conditions, changes in the laws or regulations, demand for products and services of the company, the effects of competition and other factors that could cause actual results to differ materially from those projected or represented in the forward looking statements.

Any forward-looking information provided in this release should be considered with these factors in mind. We assume no obligation to update any forward-looking statements contained in this report.