

Corporate Update – Insider Open Market Purchases

Kultura Brands, aka Labor Smart, Inc. (“LTNC” or the “Company”) reports that certain members of its leadership team have recently acquired shares of the Company’s common stock in the open market using their personal funds.

Over the past several weeks of trading:

- Luis Sequeira, Director of Kultura Brands, Inc., acquired approximately 10,000,000 shares of LTNC common stock.
- Brad Wyatt, Chief Executive Officer of Kultura Brands, Inc., acquired approximately 8,275,000 shares of LTNC common stock.

These purchases were made in the open market using personal funds through private brokerage accounts and were not purchases made by the Company.

The Company is providing this disclosure voluntarily in the interest of transparency to shareholders. As an OTC Markets issuer utilizing the Alternative Reporting Standard, the Company is not subject to the reporting requirements of Section 16 of the Securities Exchange Act of 1934, including Forms 3, 4, or 5.

Management believes that insider ownership aligns the interests of leadership with those of the Company’s shareholders. The purchases described above represent individual investment decisions by the respective insiders.

Nothing in this update should be interpreted as investment advice or as a recommendation to buy or sell securities of the Company. The information contained herein includes forward-looking statements within the meaning of federal securities laws. Such statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied.

Shareholders and prospective investors should conduct their own due diligence and review the Company’s disclosures available through OTC Markets and the OTC Disclosure & News Service (OTC IQ).

Labor Smart, Inc. will continue to provide updates to the market as appropriate through OTC Markets and other authorized communication channels.