

# PRESS RELEASE

Branded Legacy

**FOR IMMEDIATE RELEASE**

## Branded Legacy and Novus Partner to Develop Plant-Based Meds for Health Plans

*Melbourne, Florida, – September 12th, 2023* - Branded Legacy, Inc ([OTC.PK: BLEG](#)), an emerging biotechnology company, is excited to announce a strategic partnership with Novus Acquisition & Development Corp ([OTC.PK: NDEV](#)), a national supplemental health insurance carrier that is a pioneer in offering cannabis-embedded health plans for both recreational and medical use. This collaboration marks a significant milestone in [Branded Legacy's](#) mission to revolutionize the biotechnology landscape while creating a profound impact on the healthcare industry.

The collaboration will entail Novus's expansive distribution network of dispensaries across the United States. It will serve as a distributor, promoting Branded Legacy's formularies to their policyholders and those within health carriers that incorporate Novus benefit packages.

The deal will entail the following:

**Point of Sale Integration:** Novus will seamlessly integrate Branded Legacy's formularies into dispensaries and healthcare facilities'. This ensures policyholders can easily access Branded Legacy's prescriptions when visiting these locations.

**Dual Role as Pharmacy Benefits Manager and Health Carrier:** Making Novus a key player in distributing Branded Legacy's formularies to policyholders at the point of sale and wholesale level. This partnership has the potential to enhance the availability and affordability of proprietary cannabis-based treatments significantly.

[David Oswald](#), CEO of Branded Legacy, said; "That the collaboration with Novus is a significant milestone in our mission to develop proprietary formularies tailored to both companies' needs and based on data identifying the most profitable products".

[Frank Labrozzi](#), CEO of Novus, commented, "The collaboration between health insurance and biotech has been fruitful over the years, and this partnership is no exception. Our objective is to

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provide Branded Legacy well-researched cannabis-based formularies to Americans, offering them more effective and affordable treatment options

The winds of change are happening; cannabis legalization is advancing, unlocking fresh and inventive avenues for research. As legal barriers shift, researchers now have a distinctive opportunity to delve into this plant's medical, therapeutic, and economic possibilities. This wave of transformation holds the promise of thrilling discoveries that could reshape various industries.

Branded Legacy looks forward to working closely with Novus to bring innovative therapies and solutions to patients while creating long-term value for stakeholders.

### About Branded Legacy

Branded Legacy Inc. ([BLEG](#)), is a forward-thinking biotechnology company committed to driving innovation in plant-derived medicines and biotechnological breakthroughs. The company's strategic partnerships and milestone achievements highlight its dedication to transforming patient care and contributing to the advancement of healthcare solutions.

### About Novus Acquisition & Development Corp.

Novus Acquisition & Development Corp. ([NDEV](#)) functions via its subsidiary, WCIG Insurance Services, Inc. which operates as a health insurance carrier. It offers health insurance policies incorporating medical cannabis benefits alongside various insurance offerings, such as supplemental health, life, and fixed annuities. These medical plans are available in 35 states where medical marijuana programs are legally established. [Novus Website](#)

For further updates on the Branded Legacy-Novus partnership and upcoming developments, please visit the company's website at [brandedlegacy.com](http://brandedlegacy.com) or contact them at [INFO@BrandedLegacy.com](mailto:INFO@BrandedLegacy.com)

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### **Safe Harbor Statement on Forward-Looking Language:**

*This release includes forward-looking statements, which are based on certain assumptions and reflect management's current expectations. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. Some of these factors include general global economic conditions; general industry and market conditions and growth rates; uncertainty as to whether our strategies and business plans will yield the expected benefits; increasing competition; availability and cost of capital; the ability to identify and develop and achieve commercial success; the level of expenditures necessary to maintain and improve the quality of services; changes in the economy; changes in laws and regulations, includes codes and standards, intellectual property rights, and tax matters; or other matters not anticipated; our ability to secure and maintain strategic relationships and distribution agreements. Dilution, if any, would be for the purposes of management taking stock in lieu of cash salary. The company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. Additionally, this press release that is not statements of historical fact may be considered to be forward-looking statements. Written words such as "may," "will," "expect," "believe," "anticipate," "estimate," "intends," "goal," "objective," "seek," "attempt," or variations of these or similar words, identify forward-looking statements. By their nature, forward-looking statements and forecasts involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the near future.*