

Clean Seed adds Key Commercialization Vice President Positions to Support Rapid Growth Cycle

February 24, 2021 - Vancouver, British Columbia - Clean Seed Capital Group Ltd. (“Clean Seed” or the “Company”) (TSX-V: CSX) is pleased to announce the appointment of Butch Sinclair as its VP, Sales and Customer Experience and Jeet Jheetey as its VP, Operations and Development.

Colin Rush, Chief Operating Officer, states “The rapid growth cycle that Clean Seed is now entering requires experienced, creative leadership with solid records of achievements.”

Mr. Donald (Butch) Sinclair – VP Sales and Customer Experience

Mr. Butch Sinclair has been an executive in the North American and Australian agriculture industries for over 25 years.

In his most recent role, Butch served as the Chief Operating Officer at Global Ag Risk Solutions (GARS), a first of its kind risk management solution in the agricultural space. Butch leveraged his skills in developing teams, empowering individuals, and instilling a strategic vision to achieve market gain locally and internationally beyond growth projections. He utilized his sales network development, operations and customer service knowledge for the creation of fully integrated operations infrastructure still used today at GARS.

Prior to GARS, Butch had an extensive career with Viterra, Canada’s largest grain handling business which rapidly grew into a global agribusiness during his tenure. Butch was an integral part of the Senior Leadership team that led Viterra’s acquisition of the Australian Barley Board (ABB). Related to this acquisition, Butch and his family relocated to Adelaide, Australia to integrate ABB into Viterra. During his tenure as National Sales Manager-Australia, Butch led a very successful growth campaign aligned to the board vision of expansion across all Australia verticals, surpassing initial market targets.

Mr. Sinclair states “I am extremely excited to join the innovative Clean Seed team and am looking forward to our spring infield activities. Clean Seed is a disruptor in the agricultural space with the launch of the SMART Seeder MAX in North America. I look forward to contributing to its success both in North America and internationally.”

Colin Rush states “Butch Sinclair is a proven agriculture business and technology leader with strong customer relations in North America and abroad. We know Butch will rapidly execute on our aggressive sales and distribution strategy and we welcome him as a key member of the Clean Seed Team!”

Mr. Manmohanjit (Jeet) Jheetey, VP Operations and Product Development

Mr. Jeet Jheetey is a dynamic leader with fifteen years’ experience in operations and supply chain management. He has acquired broad-based global expertise in operations, strategy development, inventory optimization, supplier quality, development and new product introduction within the fast phased automotive and high product mix agricultural industries.

Over the last decade Jeet has successfully led lean manufacturing and cultural transformations, long-term strategy optimizations, business and operations planning and design, innovation and change management programs and has been responsible for supply chain management and leadership development. Jeet worked with the production team of a premium agricultural equipment manufacturer to transform their production facility into a one-piece-flow, decreasing the lead time from 5 weeks to 5 days, increasing overall throughput by 20% while reducing the work-in-progress inventory by 75%, while reducing the company's overall overhead.

Jeet also played a pivotal role in establishing international collaboration that resulted in a research and development joint venture and supply chain integration, creating considerable flexibility while leading to significant reductions of costs.

Mr. Jheetey holds a Bachelors in Mechanical Engineering from the University of Waterloo and a Manufacturing Management Certificate from the University of Athabasca.

Mr. Jheetey states “I am pleased to have the opportunity to join such a prestigious team of visionaries, innovators and industry leaders. I look forward to the journey ahead in delivering groundbreaking Ag technology to the masses.”

Colin Rush, states “Jeet Jheetey is a dynamic production, operations, and product development leader in the Agriculture Equipment sector. His broad experience and achievements in quality assurance and lean manufacturing will greatly support our production ramp up and new technology rollout plans.

ON BEHALF OF THE BOARD

“Graeme Lempriere”

Chairman and CEO

About Clean Seed Capital Group Ltd.

The common shares of Clean Seed Capital Group Ltd. are listed on the TSX Venture Exchange and trade under the symbol "CSX".

We are a team of innovators and business management professionals with a proven track record of game changing innovation and production of patented agricultural technologies at an incredibly high level. We pride ourselves as progress facilitators that turn solutions for modern agricultural problem into commercially viable products to fulfill new demand.

Clean Seed's SMART Seeder™ technologies are revolutionary seeding tools that utilize the unique synergy of sophisticated electronic metering and intuitive software control putting row-by-row variable rate technology at the forefront of agricultural innovation. Our innovations create a new class of highly accurate seeding equipment designed specifically for today's farmer.

For further information please contact Clean Seed at 604-566-9895 and visit our website at <http://www.cleaneedcapital.com>.

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