

326 Saulteaux Crescent
Winnipeg, Manitoba, R3J 3T2
P: 204-632-8592



Wednesday, July 10, 2019

Tiber River Naturals is pleased to announce the rebranding of its company, including its Winnipeg retail & spa locations, the Tiber at Home Direct Sales division, and its online presence. The company will be branded as Tiber River; the retail & spa locations will be updated to be called "Coterie's"; and the Tiber at Home Consultants will be referred to as "Ambassadors".

Going forward, the business will be referred collectively as Tiber River. Legally, the company continues to operate as Tiber River Naturals Inc. We have chosen to simplify to 'Tiber River' to emphasize that we choose ingredients that are safe for people and the planet. In 1999, when Tiber River started, natural ingredients meant safe products. "Today we know this is not the case", says Adriana DeLuca, Founder & CEO. "There are many natural ingredients that can be harmful to people and our planet if over-utilized or improperly harvested. More than anything, our products need to be effective and safe, and choosing ingredients simply because they're natural can negate that mandate."

"We are incredibly grateful to our team, our community, and our customers who continue to support Tiber River. We appreciate our loyal customers and raving fans who love our products and our company," says Michelle Lalonde, President & Chief Growth Officer. "We are a heart-centred company that is so much more than a bar of soap or a bottle of lotion. Our guiding principle has always been to make products that are good for the person and the environment. We offer affordable, safe, quality products (that work!) for everyone to enjoy. Our mission is to have a Tiber product in every home, and our purpose is to create happiness for our customers, our team, and our communities.

These changes are part of our commitment to Who We Are: we like to KISS (Keep It Small and Simple), we delight in delighting, and we believe in Vuja De. These improvements will allow us to increase Tiber River's brand awareness, positively react to the changing market, and to focus on what is important to our customers.

The new logo will roll out this year by having the Academy Coterie outdoor signage updated, an indoor refresh consisting of renovations and upgrades to of both Coterie locations, new merchandise items available for customers and Ambassadors, a complete revamp of www.tiberriver.ca, and a new & improved Ambassador back-office and mobile app for this division to better run their businesses.

Packaging improvements is an additional project we are initiating. We are taking steps forward by sourcing smarter, more eco-friendly packaging options. "We're changing our product sizes and containers so that our customers can *buy less to buy better*," says Adriana, "we are committed to changing numerous aspects of our business in the next two years to give our customers the ability to continue to enjoy products that they love in a new way, with better packaging."

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For more information, please contact:

Mya Horley, Marketing Manager

326 Saulteaux Crescent
Winnipeg, MB R3J 3T2
mya.horley@tiberriver.ca
(204) 632-8592

ABOUT TIBER RIVER

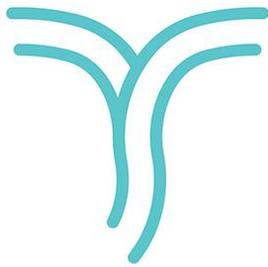
We create and distribute our own line of bath, body and household products for personal and home use. We choose our ingredients carefully, with the goal of creating happiness for those who use and sell our products. Everything we do — developing products, writing witty product descriptions, creating fun packaging, supporting entrepreneurship and being people & earth friendly—is designed to empower people to feel connected through a shared sense of purpose. Tiber River products are sold online, at our Coterie locations, and by Ambassadors throughout Canada.

Coterie

[kō·tə·rē]

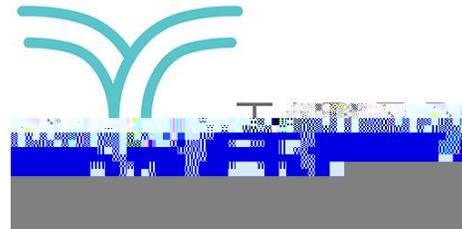
A friendly, vibrant and supportive gathering place for like-minded people with a unifying common interest and purpose: to create happiness.

UPDATED LOGOS



TIBER
RIVER

Primary Logo



Secondary Logo – Horizontal

TIBER  RIVER

Tertiary Logo – Horizontal

WHO WE ARE

WE BELIEVE IN VUJA DE We doubt the default and look for a better way. We never stay content with doing things just because that's how we've always done them.

WE ARE THE RIGHT AMOUNT OF CRAZY This is the kind of crazy that isn't afraid to experiment, to dream and to always push forward responsibly and respectfully, not conventionally.

WE GIVE A SHIT AND ARE HONEST ...about & to our customers, our teammates and Tiber River, and we act in ways that make each of these better, not through ego, pride or emotion.

WE LIKE TO KISS Keeping things small and simple means we break problems down to their core. We always think of ourselves as a start-up, and we find the simplest (not easiest) way; we do not add complexity or get too big for our britches.

WE DELIGHT IN DELIGHTING We connect our work to creating happiness for our customers, our team and our community because that's where we find our happiness. We do this by innovating, experimenting, asking and acting and do not put short-term gain before long-term sustainability.

HOW WE WORK

WE FUEL GREAT DEBATES WITH FACTS AND INFORMATION We use factual information to challenge our own and our teammates' hypotheses for the betterment of our customers and Tiber River, not for personal gain or to maintain the status quo.

WE WRITE IN PENCIL, NOT PEN Innovation begins with observation (of challenges, behaviours and trends) followed by experimentation, examination, decision and adaptation. We do, learn, adjust, repeat: we are not afraid to try new things, learn from our actions and make changes for the better.

WE PROVIDE THE CONTEXT, NOT THE CONTROL We believe smart adults who have all the information — who understand where they are going and why it's important — can figure out the best way to get there. They do not need rigid control systems and processes.

WE SHARE EVERYTHING—THE GOOD, THE BAD AND THE UGLY Sunlight is the best disinfectant, says Louis Brandeis. It's also the best illuminator. We make information available so we all can learn, guide, innovate and decide: we don't restrict anything that would further these.

WE TAKE THE LONG VIEW We are willing to make tough choices and difficult decisions by putting our customers' needs first, not short-term financial targets because being a company that lasts means, we can continue creating happiness is the ultimate measure of success.