



For Immediate Release

Weekend Unlimited Industries WKND! Brand Wins First Place for Edible Gummies and Distillate Carts at the Inaugural 2020 Noble Cup in Oklahoma City

Vancouver, BC (July 14, 2020)-- - Weekend Unlimited Industries Inc. ("WKND!" or the "Company") (CSE: POT - FSE: OOS1 - OTCQB: WKULF) is pleased to announce that its WKND! brand won first place for best edible gummy and best distillate cart at the inaugural Noble Cup on July 11, 2020.

"This recognition of our WKND! branded products at Noble Cup in Oklahoma is very big accomplishment for the company" says WKND! chief executive officer, Chris Backus. "It is an honor to receive two first-place awards in a competition that celebrates the best products in Oklahoma. We look forward to further establishing the brand by providing a wide range of trusted products to the medicinal use community in Oklahoma."

"Two first place awards speak to the quality of the products and the strength of the WKND! brand in Oklahoma. Our goal is to continually set the bar higher to deliver products we believe meet the needs of our customers", says Travis Hunter, president and CEO of Ruby Mae's LLC, the licensed entity in Oklahoma which produces and processes cannabis products for the WKND! brand in the state.

The Noble Cup is Oklahoma's premier cannabis conference and was founded for the purpose of celebrating the best of the cannabis industry Cannabis industry in Oklahoma. The one-day event featured over 100+ entries ranging across every product category with the products being judged offsite by local connoisseurs.

About Weekend Unlimited Industries Inc.

Weekend Unlimited is a lifestyle-based recreational and medicinal cannabis and CBD wellness company. We are developing and launching premium cannabis and CBD brands. Our CBD products are available online and at a retailer near you. Weekend Unlimited is well-positioned to launch and scale the brands that will define cannabis and CBD. Learn more at www.weekendunlimited.com

For further information, please contact:

Mr. Chris Backus, President & CEO, Director
Telephone: 1(236) 317-2812

E-mail: IR@weekendunlimited.com

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward Looking Statements

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including, without limitation, statements regarding future financial position, business strategy, use of proceeds, corporate vision, proposed acquisitions, partnerships, joint-ventures and strategic alliances and co-operations, budgets, cost and plans and objectives of or involving the Company. Such forward-looking information reflects management's current beliefs and is based on information currently available to management. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "predicts", "intends", "targets", "aims", "anticipates" or "believes" or variations (including negative variations) of such words and phrases or may be identified by statements to the effect that certain actions "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. A number of known and unknown risks, uncertainties and other factors may cause the actual results or performance to materially differ from any future results or performance expressed or implied by the forward-looking information. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company including, but not limited to, the impact of general economic conditions, industry conditions and dependence upon regulatory approvals. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by securities laws.