



For Immediate Release

WEEKEND UNLIMITED ANNOUNCES ADDITION TO MANAGEMENT AND CHANGE IN BOARD OF DIRECTORS

Vancouver, BC (July 21st, 2020) - Weekend Unlimited Industries Inc. ("Weekend" or the "Company") (CSE: POT - FSE: OOS2 - OTCQB: WKULF) is pleased to announce leadership updates with the addition of Mr. Charlie Lamb as Chief Operating Officer and his appointment to the Board of Directors.

"We are excited to welcome Charlie to the senior management team as COO and as a Director. Charlie is highly tuned in to the business and his focus and leadership on the management team, and on the Board, will help us greatly to achieve our objectives," said Mr. Chris Backus, President and CEO. "Charlie has intimate knowledge of the company's operations and forward direction as laid out in the recently announced letter of intent with Ruby Maes"

Charlie Lamb has over 10 years of experience working as a corporate and securities lawyer at a large international law firm in New York. Charlie's practice has primarily focused on complex business transactions, including mergers and acquisitions, including advising clients on public and private offerings of securities for investment funds, private equity funds and other alternative investment vehicles. Charlie's experience includes advising broker dealers, advisers and investment fund managers on compliance and corporate governance issues.

About Weekend Unlimited Industries Inc.

Weekend Unlimited is a lifestyle-based recreational cannabis and CBD wellness company. We are developing and launching premium cannabis and CBD brands to deliver life's highs – anytime, anywhere. 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:

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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.