

# TAAT Lifestyle & Wellness Announces Accelerated Expiry Date for Warrants

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**VANCOUVER, SEPTEMBER 25, 2020 - TAAT LIFESTYLE & WELLNESS LTD. (CSE: TAAT) (OTCQB: TOBAF) (FRANKFURT: 2TP2) (the “Company” or “Taat”)** announces that the expiry date (the “Expiry Date”) for the warrants issued on August 28, 2020 and September 11, 2020 (the “Warrants”), with regard to its recent non-brokered private placement (see news releases dated August 28, 2020 and September 11, 2020), has been accelerated to 30 days from today's date (for a new Expiry Date of October 25, 2020). The acceleration of the Expiry Date is due to a trigger event which occurred due to the closing price of the common shares being equal or greater than \$1.25 for a period of five (5) consecutive trading days, thereby automatically accelerating the Expiry Date of the Warrants. The trigger event was disclosed in the private placement's news releases and in the respective Warrant certificates. The Warrants that are unexercised will expire and be of no further value on October 25, 2020. The Company wishes to remind the warrant holders that the Warrants are subject to the statutory hold period expiring four months after the date of issuance.

<b>Exercise Price</b>	<b>Number and Dates of Warrants Issued</b>	<b>Accelerated Expiry Date</b>
\$1.00	1,859,503 issued on August 28, 2020	October 25, 2020
\$1.00	1,192,636 issued on September 11, 2020	October 25, 2020

On behalf of the Board of Directors of the Company,

**TAAT LIFESTYLE & WELLNESS LTD.**

“Setti Coscarella”

Setti Coscarella, CEO

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*registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.*

## **About Taat Lifestyle & Wellness Ltd.**

Having developed Beyond Tobacco™, which contains no tobacco or nicotine, Taat's objective is to introduce an innovative, experience-driven alternative to tobacco cigarettes for tobacco smokers who aspire to leave nicotine behind. Beyond Tobacco™, which is to be offered in "Original" and "Menthol" varieties, is designed to closely emulate every aspect of smoking a traditional cigarette. From the cigarette-style packaging and stick format, to the proprietary flavouring blend which imparts the flavour and scent of tobacco, to the draw sensation, and the amount of smoke exhaled, Beyond Tobacco™ has been meticulously engineered to enable smokers to continue enjoying the ritual of smoking, while discontinuing nicotine intake. Taat plans to launch Beyond Tobacco™ in Q4 2020 and is seeking to position itself in the USD \$814 billion (2018)<sup>1</sup> global tobacco industry to capitalize on the growing worldwide demand for alternatives to traditional cigarettes.

For more information, please visit <http://taatusa.com>.

## References

<sup>1</sup> [British American Tobacco - The Global Market](#)

## **Forward Looking Statements**

This news release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Often, but not always, forward-looking information and information can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur, or be achieved. Forward-looking information in this news release includes statements regarding the potential launch of Beyond Tobacco™, in addition to the following: Potential outcomes relating to the refinement of Beyond Tobacco™ raw base material, and transportation to/production by the Manufacturer. The forward-looking information reflects management's current expectations based on information currently available and are subject to a number of risks and uncertainties that may cause outcomes to differ materially from those discussed in the forward-looking information. Although the Company believes that the assumptions and factors used in preparing the forward-looking information are reasonable, undue reliance should not be placed on such information and no assurance can be given that such events will occur in the disclosed timeframes or at all. Factors that could cause actual results or events to differ materially from current expectations include: (i) adverse market conditions; (ii) changes to the growth and size of the tobacco markets; and (iii) other factors beyond the control of the Company. The Company operates in a rapidly evolving environment. New risk factors

emerge from time to time, and it is impossible for the Company's management to predict all risk factors, nor can the Company assess the impact of all factors on Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ from those contained in any forward-looking information. The forward-looking information included in this news release are made as of the date of this news release and the Company expressly disclaims any intention or obligation to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required by applicable law.

The statements in this news release have not been evaluated by Health Canada or the U.S. Food and Drug Administration. As each individual is different, the benefits, if any, of taking the Company's products will vary from person to person. No claims or guarantees can be made as to the effects of the Company's products on an individual's health and well-being. The Company's products are not intended to diagnose, treat, cure, or prevent any disease.

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#### **Statement Regarding Third-Party Investor Relations Firms**

Disclosures relating to investor relations firms retained by Taat Lifestyle & Wellness Ltd. can be found under the Company's profile on <http://sedar.com>.