

Fiore Cannabis Ltd. Announces New Website and Symbols

FIOR News Release
November 10, 2020

Kelowna, British Columbia – November 10, 2020 – Fiore Cannabis Ltd. (CSE:FIOR) (OTCQX:FIORF) (“Fiore” or the “Company”), a licensed multi-state cannabis cultivator, producer and retailer, is pleased to announce in conjunction with the name change to Fiore Cannabis Ltd., the ticker to “FIOR” on the CSE and “FIORF” on the OTC Markets, the company is launching a new updated website at www.fiorecannabis.com.

Erik Anderson, CEO of Fiore, stated: "the company continues to make great strides in moving forward with our new strategic vision for Fiore. The re-launched website will be home for up-to-date news and information pertaining our renewed outlook and strategic direction. The name Fiore aligns us with our award-winning flower in the Nevada market, highlighting our competitive advantage as a premium organic producer in one of the largest markets in the U.S. We are excited to share regular updates on our progress and look forward to communicating each piece of our strategy as we transform Fiore into a profitable U.S. multi-state operator. The company remains focused on being one of the only cultivators in Nevada using living organic soil and we continue to upgrade or genetics library to focus on the higher THC demand in Las Vegas. Over the next few months, we will demonstrate that the turn-around is complete given cash flow positive operations and strong sales for the Fiore brand in Nevada”

The effective date for the launch of the new website, name and ticker change is on or about Tuesday, November 10, 2020.

About Fiore Cannabis.

Fiore Cannabis (CSE:FIOR) (OTCQX:FIORF) is a publicly traded company that has been investing in the development of medical and recreational cannabis products since 2014. Fiore has expanded its operating portfolio to include cultivation, production and retail offerings in our key North American legal jurisdictions Nevada, California and British Columbia. For more information, please visit www.fiorecannabis.com.

For Further Information:

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Cannabis Industry Involvement:

The Company owns marijuana licenses in California and Nevada. Marijuana is legal in each state; however, marijuana remains illegal under United States federal law and the approach to enforcement of U.S. federal law against marijuana is subject to change. Shareholders and investors need to be aware that federal enforcement actions could adversely affect their investments and that the Company’s ability to support

continuing U.S.-based operations and its access private and public capital could be materially adversely affected.

Forward-Looking Statements:

This news release contains forward-looking statements or information that relate to our current expectations and views of future events. These statements relate to future events or future performance. Statements which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, outlook, expectations or intentions regarding the future including words or phrases such as “anticipate”, “objective”, “may”, “will”, “might”, “should”, “could”, “can”, “intend”, “expect”, “believe”, “estimate”, “predict”, “potential”, “plan”, “is designed to”, “project”, “continue”, or similar expressions suggest future outcomes or the negative thereof or similar variations. Forward-looking statements may also include, among other things, statements about the future business strategy; expectations of obtaining licenses and permits; expectations regarding expenses, sales and operations; future customer concentration; anticipated cash needs and estimates regarding capital requirements and the need for additional financing; total processing capacity; the ability to anticipate the future needs of customers; plans for future products and enhancements of existing products; future growth strategy and growth rate; future intellectual property; changes in laws and regulations; regulatory approvals and other matters; and anticipated trends and challenges in the markets in which the Company may operate.