

FIOR News Release
November 24, 2020

Fiore Cannabis Adds New Corporate Secretary, James O’Sullivan

CALGARY, ALBERTA – November 24, 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 the appointment of Mr. James O’Sullivan as its new Corporate Secretary.

Mr. O’Sullivan is a Partner at Dentons Canada and a well-respected corporate securities lawyer with many years of experience in the cannabis industry. A member of the Dentons Capital Markets group, he is also a member of the TSX Venture Exchange Listings Advisory Committee and a regular presenter for the Canadian Bar Association.

Mr. O’Sullivan graduated from the University of Calgary (B.Sc. 2000) and the University of Western Ontario (Bachelor of Laws 2003) and was recognized in 2020 as one of Canada’s Leading Lawyers in Cannabis Law by *The Best Lawyers in Canada*. He brings expertise in the areas of corporate/commercial law, corporate governance, continuous disclosure and risk management to the team at Fiore.

Erik Anderson, CEO of Fiore, commented on Mr. O’Sullivan’s appointment: “James has the professional acumen and business expertise that fit in well with our new and growing executive team at Fiore. He embodies the hard-working, performance-based culture we are building within the company and his entrepreneurial spirit is a great match for our team and our industry. We are very excited to have James join our team as we deliver on our commitment of ‘moving forward’ to profitability.”

Mr. O’Sullivan begins work with Fiore with a mandate to review organizational structure and corporate governance, ensure compliance with securities regulations and will play a key role alongside the Management Team and Board in the areas of corporate finance, strategic planning and M&A transaction review and structuring.

About Fiore Cannabis Ltd.

Fiore Cannabis Ltd. (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.