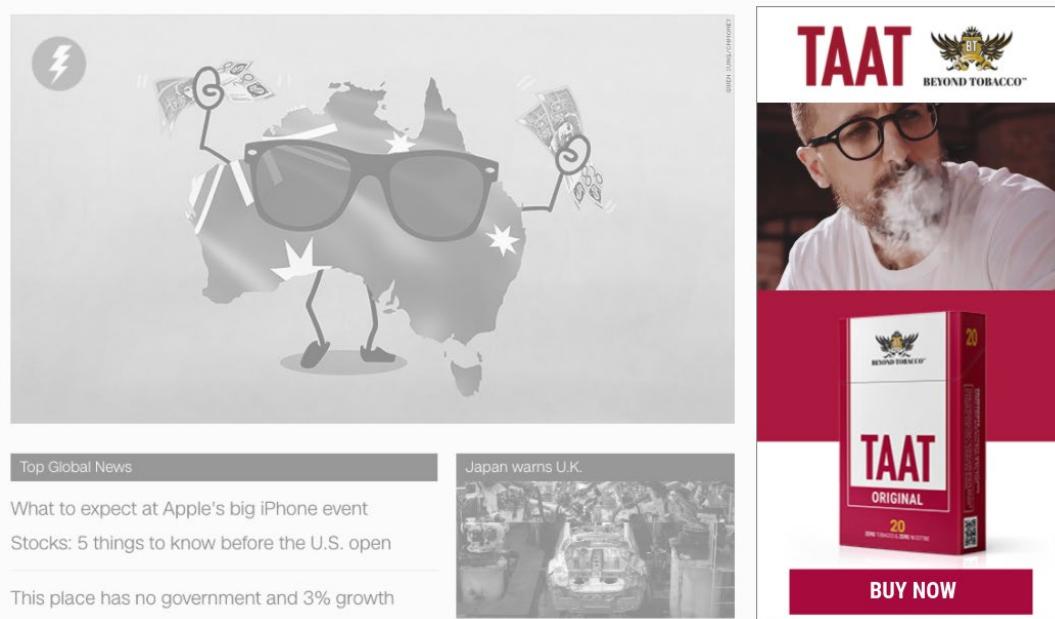


# Following E-Commerce Launch, TAAT™ Sells More than CAD \$50,000 of Product in 48 Hours

LAS VEGAS and VANCOUVER, FEBRUARY 19, 2021 - TAAT™ LIFESTYLE & WELLNESS LTD. (CSE: TAAT) (OTCQB: TOBAF) (FRANKFURT: 2TP2) (the "Company" or "TAAT™") is pleased to announce strong sales performance following the launch of its e-commerce portal earlier this week. In addition to the launch of the TAAT™ online store, the Company has continued to add new retail points of sale for TAAT™ in the state of Ohio, as shown on the maps in this press release, with significant increases in areas to include Cincinnati (population 301,000) and Columbus (population 878,000). Additionally, nationwide campaigns led by a consumer packaged goods ("CPG") sales agency who directly services over 100,000 convenience stores in the United States are set to begin next week and will run concurrently with marketing efforts for the TAAT™ online store.

Orders placed through the TAAT™ online store had shipping addresses in 20 different U.S. states, with an average order value of approximately USD \$57.00 and an average order size of 1.7 cartons. The largest order placed through the TAAT™ online store was valued at more than USD \$3,500 inclusive of sales tax. Between Wednesday February 17, 2021 and Thursday February 18, 2021 a total of 5,492 new users visited the TAAT™ online store, generating a total of 36,830 page views, 9,972 sessions, and an average session duration of two minutes and 53 seconds.

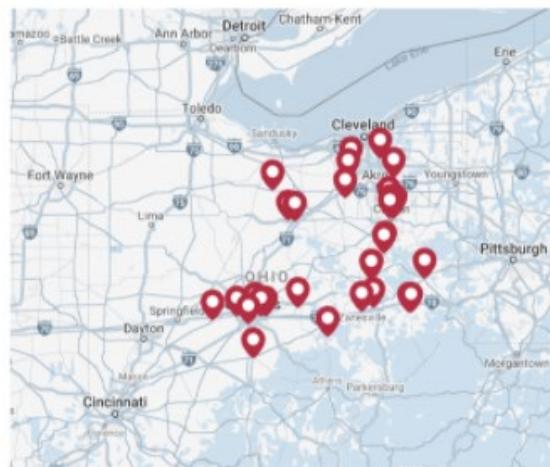


*Pictured above is a sample placement of a TAAT™ native advertisement (i.e., integrated into news, opinion, or informational content) on a "staging" news website, demonstrating how the advertisement currently appears to its targeted audience of smokers aged 21+ in the United States on various web pages. Earlier this week, the Company*

*launched a native advertisement campaign targeted towards smokers aged 21+ in the United States with an objective of attracting traffic to the TAAT™ e-commerce portal which launched earlier this week.*

**Readers using news aggregation services may be unable to view the media above. Please access SEDAR or the *Investor Relations* section of the Company's website for a version of this press release containing all published media.**

As of 9:00 am EST on Wednesday February 17, 2021, smokers aged 21+ in eligible<sup>1</sup> states can now purchase cartons of TAAT™ Original, Smooth, and Menthol online through the Company's e-commerce portal, which accepts payment methods to include Visa, Mastercard, American Express, and Discover cards. Orders of USD \$80 or more qualify for free shipping to any eligible<sup>1</sup> state. The Company began a targeted online advertising campaign earlier this week to attract traffic to the TAAT™ online store. These online advertisements are positioned as embedded promotional content on a given website, referred to as "native advertisements" in digital marketing terminology, and are targeted towards smokers aged 21+ in the United States.



**January 6, 2021**



**February 18, 2021**

*The Company has considerably expanded its retail footprint in the state of Ohio in Q1 2021, placing TAAT™ in numerous stores located in major metropolitan areas including Cincinnati (population 301,000) and Columbus (population 878,000)*

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TAAT™ Chief Executive Officer Setti Coscarella commented, "February has been a very productive month for us here at TAAT™. In addition to launching our e-commerce portal and selling over CAD \$50,000 worth of TAAT™ in 48 hours, we also secured our engagement with a major CPG sales agency, landed our first mainstream nationwide media coverage in *Forbes*, and boosted our manufacturing rate by 233%. All of our initiatives for bringing TAAT™ to market in the United States are strategically coordinated, and I believe that e-commerce plays a significant role in providing us the opportunity to sell TAAT™ to smokers aged 21+ all across the United States while complementing our Ohio retail activities and a nationwide rollout with the CPG sales agency set to begin next week."

#### Footnotes and Sources

1 - Because the legal status of TAAT™ can vary between jurisdictions, the Company can only accept and fulfil orders for TAAT™ made online with shipping addresses in jurisdictions that have been approved by the Company's legal counsel.

On behalf of the Board of Directors of the Company,

**TAAT™ LIFESTYLE & WELLNESS LTD.**

"Setti Coscarella"

Setti Coscarella, CEO and Director

For further information, please contact:

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**About TAAT™ Lifestyle & Wellness Ltd.**

The Company has developed TAAT™, which is a tobacco-free and nicotine-free alternative to traditional cigarettes offered in "Original", "Smooth", and "Menthol" varieties. TAAT™'s base material is Beyond Tobacco™, a proprietary blend which undergoes a patent-pending refinement technique causing its scent and taste to resemble tobacco. Under executive leadership with "Big Tobacco" pedigree, TAAT™ was launched first in the United States in Q4 2020 as the Company seeks to position itself in the \$814 billion<sup>1</sup> global tobacco industry.

For more information, please visit <http://taatglobal.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: Future sales performance of TAAT™, potential performance of the CPG sales agency. 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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