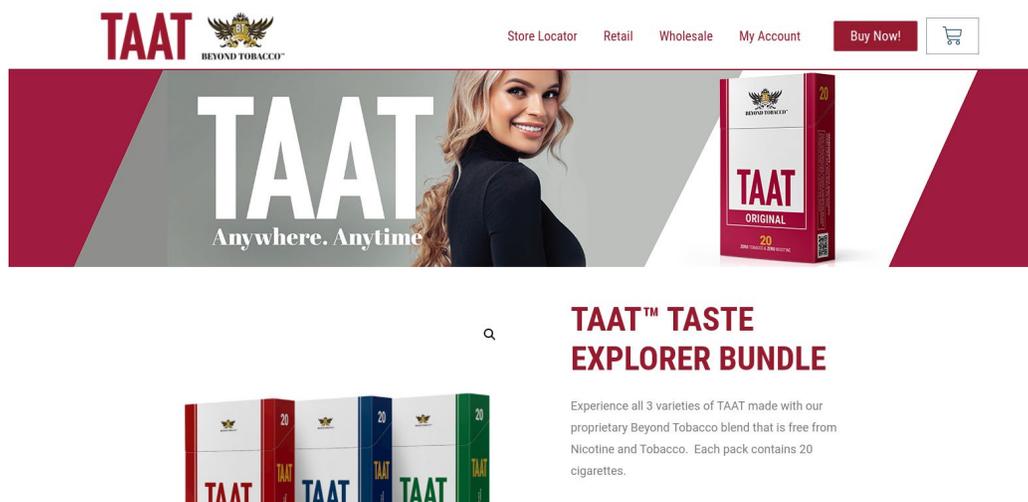


Over CAD \$100,000 of TAAT™ Ordered During First Weekend After E-Commerce Launch, TAAT™ Taste Explorer Bundle Added to Online Store

LAS VEGAS and VANCOUVER, FEBRUARY 22, 2021 - TAAT™ LIFESTYLE & WELLNESS LTD. (CSE: TAAT) (OTCQB: TOBAF) (FRANKFURT: 2TP2) (the “Company” or “TAAT™”) is pleased to announce that more than CAD \$100,000 worth of TAAT™ *Original*, *Smooth*, and *Menthol* has been ordered this weekend, following the launch of the Company’s online storefront on Wednesday February 17, 2021. Based on early-stage performance, the Company continues its promotional efforts to attract smokers aged 21+ to the TAAT™ online store, including a campaign of targeted integrated banners in online content (commonly known as “native advertisements”) as well as a digital out-of-home campaign on thousands of Ohio gasoline pump displays.

To offer smokers aged 21+ who are trying TAAT™ for the first time the option to sample individual packs of TAAT™ without the need to purchase a full carton, the Company has added a *Taste Explorer Bundle* to its online store. This bundle consists of one 20-stick pack of each of the three TAAT™ varieties; *Original*, *Smooth*, and *Menthol*. The Company’s *TryTAAT* promotion remains active, in which smokers aged 21+ in eligible¹ states can request a complimentary sample pack of the TAAT™ variety of their choice. This promotion as well as its terms and conditions can be accessed at the following link: <http://trytaat.com/free-pack/>



The image is a screenshot of the TAAT website's product page for the Taste Explorer Bundle. At the top, the TAAT logo is on the left, and navigation links for 'Store Locator', 'Retail', 'Wholesale', 'My Account', and 'Buy Now!' are on the right. Below the navigation is a banner featuring a woman's face and the text 'TAAT Anywhere. Anytime'. To the right of the banner is a pack of TAAT Original cigarettes. Below the banner is a search bar with a magnifying glass icon. The main heading is 'TAAT™ TASTE EXPLORER BUNDLE'. Below the heading is a row of five cigarette packs in different colors: red, white, blue, white, and green. To the right of the packs is a description: 'Experience all 3 varieties of TAAT made with our proprietary Beyond Tobacco blend that is free from Nicotine and Tobacco. Each pack contains 20 cigarettes.'

The Company has added a “Taste Explorer Bundle” to its online store which allows smokers aged 21+ in eligible¹ U.S. states to purchase three single packs of TAAT™ Original, Smooth, and Menthol, as opposed to purchasing an entire carton of a single variety

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With TAAT™ products currently sold in 126 retail points of sale across the state of Ohio, the TAAT™ online store is a complementary sales channel, availing the product to the majority of smokers aged 21+ in the United States. Starting this week, a nationwide consumer packaged goods (“CPG”) sales agency that directly services more than 100,000 convenience stores will begin initiatives to place TAAT™ in additional points of sale across the country, which could cultivate greater awareness of the TAAT™ brand among smokers aged 21+ and potentially increase in-store and online sales.

TAAT™ Chief Executive Officer Setti Coscarella commented, “To sell more than CAD \$100,000 worth of a relatively new product in such a short period is absolutely exceptional. Countless smokers aged 21+ in the United States have been eagerly awaiting the launch of our online store on Wednesday, which I believe has contributed significantly to our product sales this past week. Our iterative rollout of TAAT™ in the United States has been very strategically planned to test the initial reactions of smokers aged 21+ when introduced to the concept of a nicotine-free and tobacco-free smoking experience, while also gauging reception of the product after it is sampled for the first time. Over the past two months, we have had the opportunity to gather quite a bit of feedback about TAAT™ from smokers aged 21+ as well as retailers and wholesalers of tobacco. I believe those insights have proven useful, as they played a role in creating our strategies for launching the TAAT™ online store on Wednesday, which has been a remarkable success so far. Likewise, those insights could be useful to our CPG sales agency who will begin campaigns this week to commercialize the product across their network of over 100,000 convenience stores that they directly service. We are confident that the collective outcomes of these initiatives could enable TAAT™ to enlarge its market share in the USD \$814 billion global tobacco industry over the course of Q1 2021 and beyond.”

Footnotes and Sources

1 - Because the legal status of TAAT™ can vary between jurisdictions, the Company can only accept and fulfil orders and sample requests 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

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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 billion¹ global tobacco industry.

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

References

¹ [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 future sales of TAAT™, potential future performance of the TAAT™ online store, potential sales of the TAAT™ *Taste Explorer Bundle*. 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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