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Watch Now! TransCanna Daly Facility Video Tour

**Canadian Securities Exchange: TCAN
Borse Frankfurt: TH8
OTC: TCNAF**

Vancouver, BC, September 10, 2021 – TransCanna (CSE:TCAN: XETR: TH8) (“the Company”) is proud to announce that it has publicly released a one-minute animated video tour of its state-of-the-art, 196,000 square foot Daly Facility on its website: transcanna.com.

“This video perfectly captures the depth, breadth, scale and capabilities of our Daly Facility,” said Bob Blink, CEO for TransCanna. “When stakeholders tour our facility in-person, they are floored by the sheer mass and potential. This video helps convey the magnitude of the facility to our shareholders and stakeholders around the world.”

The video, entitled “Cultivating the Future of California Cannabis”, shows viewers the results and capabilities made possible by the recent completion of the Phase 1 construction – including 22,500 square feet of premium indoor cultivation space, packaging, processing, and manufacturing space, climate controlled, secure storage space, secure loading bays and an in-house transportation fleet.

The Facility is already operational – with two cultivation rooms well underway, a recently-launched vegetative chamber actively preparing thousands of clones, and 3rd party crop management services already in progress. The video only conveys a portion of what will be possible at the Daly Facility – Construction Phases 2 and 3 will see the construction of four more cultivation rooms and enhancements and expansion of the processing, manufacturing, and distribution areas.

Bob Blink, who founded the original iteration of TransCanna’s subsidiary Lyfted Farms in 1997, said, “This Facility is the pinnacle of what we have been working tirelessly towards for over 20 years. It empowers us with the robust infrastructure necessary to serve all aspects of the booming legal California cannabis market. This is just the beginning, and I’m proud to invite viewers from around the world on this virtual tour.”

Watch the video here: transcanna.com

About TransCanna

TransCanna Holdings Inc. is a California-based, Canadian-listed company building cannabis-focused brands for the California lifestyle, through its wholly-owned California subsidiaries.

TransCanna's wholly owned subsidiary Lyfted Farms is California's authentic cannabis brand whose pioneering spirit has been continuously providing the finest cannabis flower genetics and cultivation methods since 1984. The Lyfted Farms brand of exclusive cannabis flower is sold at premium retailers throughout the state. With its new cultivation facility in Daly, California, the company is now poised to become one of the largest and most efficient vertically integrated cannabis companies in the California market.

For updated information with respect to our company, please see our filings on SEDAR at www.sedar.com and on the CSE at www.thecse.com, or visit the Company's website at www.transcanna.com. To contact the Company, please email info@transcanna.com.

On behalf of the Board of Directors
Bob Blink, CEO

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FORWARD LOOKING INFORMATION:

Certain information in this release may contain forward-looking statements, such as statements regarding future expansions and cost savings and plans regarding production increases and financings. This information is based on current expectations and assumptions, including assumptions concerning the completion of the expansion of the Daly Facility, government approval of pro-cannabis policies, greater access to financial services and increased cultivation capacity, that are subject to significant risks and uncertainties that are difficult to predict. Actual results might differ materially from results suggested in any forward-looking statements. Risks that could cause results to differ from those stated in the forward-looking statements in this release include unexpected increases in operating costs, a continued strain on farmers due to fires and the Coronavirus pandemic and competition from other retailers. All forward-looking statements, including any financial outlook or future-oriented financial information, contained in this release are made as of the date of this release and are included for the purpose of providing information about management's current expectations and plans relating to the future. The Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements unless and until required by securities laws applicable to the Company. Additional information identifying risks and uncertainties is contained in the Company's filings with the Canadian securities regulators, which filings are available at www.sedar.com.

Neither the Canadian Securities Exchange ("CSE") nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.