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“TransCanna: Poised to Dominate the Largest Legal Cannabis Market in the World”

– BTV Business Television

Canadian Securities Exchange: TCAN
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Vancouver, BC, September 13, 2021 – TransCanna (CSE:TCAN: XETR: TH8) (“the Company”) is pleased to announce that BTV Business Television has published an article describing TransCanna as ‘the up-and-coming player in California’s budding cannabis industry’ on its [website](#), which enjoys a monthly readership of 350,000 retail and institutional investors.

The article, entitled, ‘*TransCanna: Poised to Dominate the Largest Legal Cannabis Market in the World*,’ was published September 10th, and will enjoy permanent placement on the popular investment website.

The story describes TransCanna’s “transformational moment, having just turned the lights on in a new production facility that is one of the largest in the state –over 20 times larger than their old site,” referencing the Company’s newly operational 196,000 square foot multipurpose Daly Facility in Modesto, California.

The article provides further context in regards to the historical evolving political landscape in regards to cannabis legalization at the federal level.

“The timing for TransCanna’s expanded operations could not be better, as it dovetails with another significant catalyst for the company. This past April, the 2021 version of the United States Secure and Fair Enforcement (SAFE) Banking Act passed through the House, and hopes are high that it will pass the Senate and soon become law. If passed, the SAFE Banking Act will ease the banking and insurance pressures that have been dogging the cannabis industry for years, stimulating a deluge of business and investment.”

The article concludes, "With its experienced management team, 4x cultivation capacity, new revenue streams and looser restrictions, TransCanna is fast emerging as *the* 'one to watch' on the ever-evolving cannabis scene." To read the entire article, [click here](#).

BTV Business Television is a TV show and website that profiles publicly traded companies, and enjoys syndication on BNN Boomerang, Fox Business News, and CNBC among others.

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
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FORWARD LOOKING INFORMATION:

In full disclosure, TransCanna is a client of BTV Business Television. 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.