

# “Viva TAAT™ Vegas”™: TAAT™ Secures First Store Placement on the Las Vegas Strip, Across from the Bellagio

LAS VEGAS and VANCOUVER, OCTOBER 20, 2021 - TAAT™ GLOBAL ALTERNATIVES INC. (CSE: TAAT) (OTCQX: TOBAF) (FRANKFURT: 2TP) (the “Company” or “TAAT™”) is pleased to announce that its flagship product TAAT™ has been placed in its first retail point of sale on the Las Vegas Strip; the world-famous stretch of more than two dozen casino resorts which welcome many of the more than 42 million visitors to the Las Vegas area each year<sup>1</sup>. Following the initial launch of TAAT™ in Ohio in Q4 2020, the Company expanded its efforts to commercialize the product in other U.S. markets and announced in a press release dated [October 15, 2021](#) that its store count in the United States had cleared 1,200, inclusive of stores located in the greater Las Vegas area. In October 2021, the Company confirmed the first “on-strip” placement of all three TAAT™ varieties in *Viva Vegas Gifts*, a souvenir retailer located in the *Grand Bazaar Shops* across the street from the 3,950-room *Bellagio*, whose musical fountains are world-famous and hold the Guinness World Record for most fountains at a hotel<sup>2</sup>.



TAAT™ Original, Smooth, and Menthol are now available for purchase by smokers aged 21+ in Viva Vegas Gifts on the Las Vegas Strip, located directly across Las Vegas Boulevard from the iconic Bellagio casino resort

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Historically, the Las Vegas Strip has attracted tourists primarily in the 21+ age range due to the prevalence of entertainment offerings that are restricted to those aged 21 or older (e.g., casino gaming, sports wagering, cocktail lounges, and nightclubs). As such, the Company is embracing this opportunity to introduce TAAT™ to smokers aged 21+ who are pedestrians in this high-traffic area of the Las Vegas Strip, with prominent casino resorts to include *Bellagio*, *Caesars Palace*, *Bally's*, and *Cromwell* on the intersection's four corners. This store placement complements the existing presence of TAAT™ in the Las Vegas area, which can be seen on the TAAT™ store locator feature of *TryTAAT* (<http://trytaat.com>, must be 21+ to access). Based on the performance of TAAT™ in its first store on the Las Vegas Strip, the Company intends to seek placements in additional retail outlets nearby and possibly implement enhanced store-level activation tactics to drive conversions of smokers aged 21+ in each store.



At Viva Vegas Gifts on the Las Vegas Strip, all three TAAT™ varieties are now sold in-store. Pictured above is counter signage for TAAT™ among signage for major tobacco cigarette brands to include Marlboro, Newport, Camel, and KOOL.

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TAAT™ Chief Executive Officer Setti Coscarella commented, “We have organically built the 1,200-store retail footprint of TAAT™ throughout the United States by strategically making it available in the same points of sale at which smokers aged 21+ purchase their preferred brand of tobacco cigarettes. Those who have switched to TAAT™ will invariably want to purchase it wherever their travels may take them, which is why a store placement in a high-traffic tourist area such as the Las Vegas Strip is an important milestone in our U.S. commercialization journey. Furthermore, millions of smokers aged 21+ visit Las Vegas each year, which also makes this placement an opportunity to introduce TAAT™ to those who are not familiar with the product and its unique value proposition as a nicotine-free and tobacco-free alternative to tobacco cigarettes. We believe this store placement could be a pivotal development for us as we continue our efforts to develop TAAT™ into a mainstream brand in the tobacco category.”

#### Sources

- 1 - <https://www.statista.com/statistics/221042/visitors-to-las-vegas/>
- 2 - <https://www.guinnessworldrecords.com/world-records/72001-most-fountains-at-a-hotel>

On behalf of the Board of Directors of the Company,

#### **TAAT™ GLOBAL ALTERNATIVES INC.**

“Setti Coscarella”

Setti Coscarella, CEO and Director

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#### **About TAAT™ Global Alternatives Inc.**

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 anticipated performance of TAAT™ in the tobacco industry, in addition to the following: Potential outcomes from the placement of TAAT™ in its first retail point of sale on the Las Vegas Strip, and potential new strategies for in-store activation. 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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