



THE YUMY CANDY COMPANY INC.
25th Floor, 700 West Georgia Street
Vancouver, British Columbia
V7Y 1B3

THE YUMY CANDY COMPANY LANDS COMMITMENT FROM THE WORLD'S LARGEST CONVENIENCE RETAILER

VANCOUVER, BC, May 10, 2022, The Yumy Candy Company Inc., (CSE: TYUM) ("Yumy Candy" or the "Company") has received a commitment of placement and pilot run for its low-sugar, better-for-you Yumy Bear products from one of the world's largest convenience retailers (the "Retailer") The Retailer has over 78,000 locations in over 19 countries, with 12,000 locations across North America alone, where their a focus is on healthier food options. Known for its frozen soft drink and larger than average drink sizes available 24 hours/day, the Retailer has become a leader in the convenience store space.

"Launching with this Retailer is a dream come true for our company and a significant sign of growth. This Retailer is not just a nationally recognized convenience store, but a global entity with a reach across 19 countries. Being able to get our Yumy products onto their shelves is a signal that our Company is on the cusp of being a mainstay confectionery brand. When the world's largest convenience retailer is changing its product line to healthier alternatives, it clearly illustrates that the world's consumption patterns have significantly shifted towards better-for-you products, and I believe Yumy is at the forefront of the confectionery and snack space," states Erica Williams, CEO and Founder.

Founded in Dallas, Texas as an icehouse in 1927, the Retailer has gone through multiple changes and is pivoting to become and remain the largest convenience store chain in the world. Throughout the Retailer's history, they have introduced cutting edge products and developed strategic partnerships. Starting as a convenience store, with expansion to gas stations, the Retailer is known to carry not just convenience store food, but real restaurant quality food. Specifically, the chain has now adapted the ideology of eating healthier and pivoting to "Better for You" options.

"When this Retailer changed its consumption habits to healthier alternatives it made our product an obvious choice for their shelves. Our products embody the Retailer's principals as being delicious, fun, sweet, and now with the added bonus of also being healthy. With this Retailer supporting our products, I believe it can become a powerful partnership in the confectionery industry as a whole, as no other retailer has a more targeted consumer base with such a wide distribution," comments Erica Williams, CEO and Founder.

THE YUMY CANDY COMPANY INC.

Erica Williams, CEO

Telephone: (604) 449-2026

Email: investors@yumybear.com

The Yumy Candy is an affordable health-conscious low-sugar plant-based confectionery company based in Vancouver, British Columbia and it has developed a portfolio of healthier gelatine-free candies made from non-GMO ingredients with proprietary recipes. All of its products are free of gelatin, soy, gluten, nuts, dairy, eggs, sugar alcohols, artificial sweeteners and genetically modified organisms.



THE YUMY CANDY COMPANY INC.
25th Floor, 700 West Georgia Street
Vancouver, British Columbia
V7Y 1B3

Cautionary Statement Regarding Forward-Looking Information

Except for the statements of historical fact, this news release contains “forward-looking information” within the meaning of the applicable securities legislation. The information in this news release about future plans and objectives of the Company, are forward-looking information. This forward-looking information is based on reasonable assumptions and estimates of management of the Company at the time it was made, and involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Such factors include, among others: general business, economic and social uncertainties; local and global market and economic uncertainties arising in respect of the COVID-19 pandemic; litigation, availability of key product ingredients, legislative, environmental and other judicial, regulatory, political and competitive developments; the ability to effectively expand manufacturing and production capacity; the ability to obtain retail partners to distribute Company products, the success of market initiatives and the ability to grow brand awareness; the ability to attract, maintain and expand relationships with key strategic vendors; our ability to predict consumer taste preferences; delay or failure to receive regulatory approvals; the sufficiency of our cash to meet liquidity needs; those additional risks set out in the Company's public documents filed on SEDAR at www.sedar.com; and other matters discussed in this news release. Accordingly, the forward-looking statements discussed in this release may not occur and could differ materially as a result of these known and unknown risk factors and uncertainties affecting the Company. Although the Company believes that the assumptions and factors used in preparing the forward-looking statements are reasonable, undue reliance should not be placed on these statements, which only apply as of the date of this news release, and no assurance can be given that such events will occur in the disclosed time frames or at all. Except where required by law, the Company disclaims any intention or obligation to update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.