

Beyond Alternatives Company of TAAT® to Launch “Jayvees” Brand at CHAMPS Las Vegas Trade Show

Beyond Alternatives’ inaugural brand “Jayvees” will be launched at the CHAMPS Las Vegas trade show starting on Wednesday, February 8, 2023, featuring an initial selection of combustible and edible products made using novel cannabinoids. Jayvees is the first new brand leveraging the Company’s patent-pending base material formulation.

LAS VEGAS and VANCOUVER, FEBRUARY 6, 2023 - TAAT® GLOBAL ALTERNATIVES INC. (CSE: TAAT) (OTCQX: TOBAF) (FRANKFURT: 2TP) (the “Company” or “TAAT®”) is pleased to announce that in 2023 its subsidiary Beyond Alternatives LLC (“Beyond Alternatives”) will be pursuing additional applications of the Company’s proprietary base material in emerging market areas. In a press release dated [December 22, 2022](#), the Company announced the Q4 2022 creation of *Beyond Alternatives*; an entity specializing in the development and commercialization of alternative products in growing categories.

The first brand to be brought to market by Beyond Alternatives is titled *Jayvees*, and will be launched at the CHAMPS trade show event in Las Vegas; taking place from Wednesday, February 8, 2023 through Saturday, February 11, 2023. More information about CHAMPS can be found on the parent organization’s website at the following link:

<https://champstradeshows.com/>

The base material in *Jayvees*, which underwent years of development by TAAT® Founder Joe Deighan and Chief Science Officer [Dr. Cindy Orser](#), has an advanced patent-pending formulation of reconstituted hemp. In addition to making for a smooth and stimulating smoking experience across a range of use cases for adult consumers, the proprietary formulation of the base material is conducive to an exceptionally high production velocity, allowing for favourable cost efficiency as well as a low barrier to upward scaling of production volume.

Jayvees Brand Overview

Beyond Alternatives’ inaugural brand *Jayvees* specializes in leveraging novel cannabinoids to provide unique experiences through combustible and edible products. *Jayvees* will initially offer four smokable varieties (*Blue Dream, Menthol, OG Kush, and Tropical*), sold in packs of ten sticks referred to as “Jays”. Additionally, *Jayvees* will offer four CBD-balanced varieties of edible chocolates (*Milk Chocolate, Dark Chocolate, Cookies & Cream, and Peanut Butter*).

Beyond Alternatives will commercialize *Jayvees* through the Company’s existing wholesale distribution infrastructure within the United States, anchored in Las Vegas, Nevada. Additionally, the Company’s Ohio-based subsidiary ADCO Distributors, Inc. (“ADCO”) placed its initial order of *Jayvees* in January 2023, and will carry *Jayvees* among its existing range of alternative and legacy products in the convenience category.



Jayvees will be the first brand launched under the Company's subsidiary Beyond Alternatives. In addition to the four flavours of hemp "Jays" pictured above, Jayvees will offer four CBD-balanced varieties of edible chocolates.

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TAAT® Chief Executive Officer Michael Saxon commented, "We're excited for what's to come in 2023, as the CPG industry landscape continues to evolve. One of our objectives for this year is to fortify our market presence across multiple categories and geographies. There are many emerging segments where we believe the Company is favourably positioned to become an early entrant through Beyond Alternatives. Leveraging our ADCO distribution business will allow the product to get to market faster, and allow us to diversify our revenue streams. Jayvees will be Beyond Alternatives' first brand to enter the market, and we are looking forward to launching its initial range of products at the CHAMPS trade show in Las Vegas."

On behalf of the Board of Directors of the Company,

TAAT® GLOBAL ALTERNATIVES INC.

"Michael Saxon"

Michael Saxon, CEO and Director

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About TAAT® Global Alternatives Inc.

TAAT® is a vertically integrated consumer product and distribution company, generating more than CAD \$90 million in overall gross revenue annually. TAAT® is strategically expanding its product categories including tobacco and reduced-risk alternatives, hemp, kratom, and other emerging CPG segments. TAAT® has facilities to include a processing plant in Nevada as well as a distribution centre in Canton, Ohio, leveraging existing retail shelf space and pipelines into national wholesale channels.

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

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: Occurrence of the CHAMPS trade show event with Beyond Alternatives as an exhibitor, potential performance of Beyond Alternatives’ products. 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; (iii) changes to the regulatory landscape applicable to the Company’s business; and (iv) 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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Statement Regarding Third-Party Investor Relations Firms

Disclosures relating to investor relations firms retained by TAAT® Global Alternatives Inc. can be found under the Company's profile on <http://sedar.com>.