



*For Immediate Release.*

## **HARRYS LAUNCHES ONLINE E-COMMERCE CLIENT PORTAL TO ACCOMMODATE WHOLESALE AND RETAIL CUSTOMERS**

**Vancouver, British Columbia, March 4, 2024 – Harrys Manufacturing Inc. (CSE: HARY)** (the “Company”, “Harrys”, “we” or “our”) is pleased to report the concurrent launches of our enhanced website and new client portal, which are now open for business.

The upgraded website will provide dynamic gateways to shareholder information, **Harrys International Manufacturing Inc. (HIMI)**., our cigarette marketing subsidiary, and a transformative new Client Portal that will provide a suite of services for **HIMI** customers.

The Client Portal will provide our customers with a user-friendly E-Commerce Website interface that will allow them to order **HARRY'S®** directly, view their order history, manage their accounts, and make payment arrangements. Management anticipates the new portal will significantly streamline our order processing to our partners, and help us build an exclusive and far-reaching supply chain.

“We’re excited to launch the new portal at the Convenience U CARWACS Trade Show in Toronto this week,” says Ken Storey, Harrys’ Vice-President of Sales & Marketing. Ken says, “The new portal will enhance our ability to onboard customers quickly, and we anticipate, we can build strong and long-lasting partnerships.”

**About Harrys:** Harrys aspires to deliver value to its shareholders by satisfying the preferences of adult tobacco consumers who are seeking a quality Canadian product at a value price. Harrys’ management team brings over 40 years of industry experience and works with distribution and retail partners who put their customers first.

### **ON BEHALF OF THE BOARD**

Nick Brusatore  
CEO

#### **For further information, please contact:**

Corporate Communications

Telephone: 604-565-5100

Email: [IR@HarrysMFG.com](mailto:IR@HarrysMFG.com)

[www.harrysmfg.com](http://www.harrysmfg.com)

***Information in this news release concerning the Company's products is intended for the exclusive use of market investors and is not in any way intended to promote tobacco products to consumers, which is prohibited by Canadian law.***

***Neither the Canadian Securities Exchange nor its regulation services provider accepts responsibility for the adequacy or accuracy of this news release.***

*Cautionary Note Regarding Forward-Looking Statements: This news release includes certain statements and information that may constitute "forward-looking information" within the meaning of applicable Canadian securities laws. All statements in this news release, other than statements of historical facts, including statements regarding future estimates, plans, objectives, timing and assumptions or expectations of future performance, are forward-looking statements and contain forward-looking information, including without limitation, statements with respect to the enhanced website and new client portal, user-friendly E-Commerce Website interface that will allow customers to order **HARRY'S®** directly, view their orders, manage their accounts, and make payment arrangements, or Management anticipates the new portal will significantly streamline our order processing, and help us build an exclusive and far-reaching supply chain or ability to on-board customers quickly, and hopefully, we can build strong and long-lasting partnerships. Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as "intends" or "anticipates", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "should", "would" or "occur". Forward-looking statements are based on certain material assumptions and analyses made by the Company and the opinions and estimates of management as of the date of this news release. These forward-looking statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking statements or forward-looking information including, without limitation, delays or other unexpected issues in the manufacturing process, unexpected delays in beta testing and launching the Company's e-commerce platform and changes in market trends and consumer preferences. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. Readers are cautioned that reliance on such information may not be appropriate for other purposes. The Company does not undertake to update any forward-looking statement, forward-looking information or financial outlook that are incorporated by reference herein, except as required by applicable securities laws.*