

# Red Light Holland Expands Product Offerings and Rebrands Maka Truffles as a Responsible Use Psychedelic

Toronto, Ontario--(Newsfile Corp. - October 5, 2021) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTC Pink: TRUFF) ("Red Light Holland" or the "Company"), an Ontario-based corporation engaged in the production, growth, and sale of a premium brand of magic truffles, is pleased to announce they have expanded their product offerings with Maka magic truffles powered by Red Light Holland. The newly branded Maka magic truffles include 6 different varieties, Hollandia, Makaanaut, Muskoka, Mexicana, Atlantis, and Double Vision and they all come in unique, clever and eye-catching packaging. Maka Magic Truffles will be made available for sale (Business to Business) through Red Light Holland's wholly owned subsidiary SR Wholesale ("SR Wholesale") in the Netherlands by November. As well, Business to Consumer through their own web site [www.WorldofMaka.com](http://www.WorldofMaka.com) powered by Red Light Holland by mid November 2021.



## Maka Hollandia

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### **Maka Mexicana**

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### **Maka Muskoka**

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Red Light Holland continues to lead in responsible use advocacy. Through the Maka website customers will be able to participate in bi-monthly online preparation and integration sessions with Red Light Holland's therapist and psychedelic journey expert Jeff Hamburg. The Maka Magic Truffles will come together with a creative booklet focused on optimal set and setting for psychedelic trips.



### **Maka Atlantis**

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## Makaanaut

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### **Maka Double Vision**

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"By rebranding Maka, which means earth, we are staying aligned to the vision of responsible use. We are providing Maka costumers with free access to expert knowledge while building a community around growth and connection. We believe we need more connection on and to Earth, and we are proud of this initiative," said Todd Shapiro, Chief Executive Officer and Director of the Company. "The new Maka product offerings, produced by the Red Light Holland Truffle Farm which will be distributed by our wholly owned subsidiary plus our e-commerce websites show true vertical integration and hence, create increased profit margins. We believe the Smart Shops will love this rebrand, of an already familiar product, so we are excited to get them on shelves too!"

"The use of psychedelics can be a powerful, life-changing experience. Preparation, a safe set and setting, a healthy mindset and understanding how to integrate the experience are all an integral part of the psychedelic journey and we at Maka are here to support those who go on this journey," said Jeff Hamburg, Red Light Holland therapist and psychedelic journey expert.

Maka Magic Truffles powered by Red Light Holland will be made available at [www.WorldOfMaka.com](http://www.WorldOfMaka.com), for sale only in the Netherlands to adults 18+ by mid-November 2021.

### **About Red Light Holland**

The Company is an Ontario-based corporation engaged in the production, growth and sale (through

existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal market within the Netherlands.

### **For additional information on the Company:**

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### **Forward-Looking Statements**

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Often, but not always, forward-looking statements 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 involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, or their respective subsidiaries to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information contained in this news release. Examples of such information include statements with respect to: the anticipated sales abilities, network, connections and the reach of SR Wholesale; the commencement and projected sales' dates regarding the Company's Maka Products from SR Wholesale and/or the Company's website [www.WorldOfMaka.com](http://www.WorldOfMaka.com); statements about the future of the Company's Maka Products, including with respect to the future sales; and expectations for other economic, business, and/or competitive factors.

Risks, uncertainties and other factors involved with forward-looking information could cause actual events, results, performance, prospects and opportunities to differ materially from those expressed or implied by such forward-looking information, expectations regarding future growth and expansion of the operations of the business; regulatory and licensing risks; changes in general economic, business and political conditions, including changes in the financial and stock markets; risks related to infectious diseases, including the impacts of the COVID-19 pandemic; legal and regulatory risks inherent in the psychedelics industry, including the global regulatory landscape and enforcement related to psychedelics; political risks and risks relating to regulatory change; risks relating to anti-money laundering laws; compliance with extensive government regulation and the interpretation of various laws regulations and policies; public opinion and perception of the psychedelics industry; and such other risks contained in the public filings of the Company filed with Canadian securities regulators and available under the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com), including the Company's annual information form for the year ended March 31, 2020.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws

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