



Choom Secures Key Retail Location in Yaletown, Vancouver

Vancouver, BC – April 28th, 2020– Choom™ (CSE: CHOO; OTCQB: CHOOF), an elevated cannabis company, who has one of the largest national retail networks in Canada, is pleased to announce that it has secured a development permit for a new retail location at 1391 Richards St., Vancouver BC.

Corey Gillon, CEO states, “Choom is thrilled to have secured an additional high-profile location in one of Vancouver’s most frequented and beloved areas. This new location compliments our overall Vancouver growth strategy. We’re excited to bring our elevated cannabis experience to residents and visitors of this diverse community. Additionally, being able to drive employment and economic growth during this difficult time is extremely important to us”.

Acquiring this Yaletown location allows Choom to contribute to the stimulus of the local economy, through an investment in an array of construction and fulltime retail employment opportunities. This is especially important to the brand during this global COVID-19 pandemic. The strategic location is set to attract both local and tourist traffic with its proximity to top bars and restaurants as well as the Vancouver Seawall, BC Place and David Lam Park.

The location has received a development permit and the required Board of Variance approval from the City of Vancouver to operate a recreational retail cannabis store. Choom has submitted its application for a recreational retail cannabis store license to the Liquor & Cannabis Regulation Branch of the Province of British Columbia and are looking forward to approval.

About Choom™:

Choom™ is a fast-expanding retail cannabis company who has established one of the largest store networks in Canada. The Choom brand is inspired by Hawaii's “Choom Gang”—a group of buddies in Honolulu during the 1970's who loved to smoke weed—or as the locals called it, “Choom”. Evoking the spirit of the original Choom Gang, our brand caters to the Canadian market with the ethos of ‘cultivating good times’. Choom™ is focused on delivering an elevated customer experience through our curated retail environments, offering a diversity of brands for Canadians across a national retail network.

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