

**Choomholdings.ca**

**CSE: CHOO**

**OTCQB: CHOOF**



## **Choom Brings Premium Retail Cannabis to Vancouver, B.C. With The Launch of Its Flagship Retail Location**

*Following its success in Ontario and Alberta, Choom extends its elevated, retail cannabis experience to consumers in British Columbia*

VANCOUVER, BRITISH COLUMBIA, May 15, 2020 -- Choom™ ([CSE: CHOO](#); [OTCQB: CHOOF](#)), one of Canada's leading recreational cannabis retailers, is pleased to announce the launch of its flagship retail store in the Olympic Village neighbourhood of Vancouver, B.C. (191 West 2nd Avenue). The company is focused on delivering an elevated customer experience through curated retail environments and in-store educators, trained to provide a personalized client experience. The location will highlight cannabis favourites from local, B.C. licensed producers, as well as products by some of North America's leading cannabis brands - including Whistler Cannabis, San Raphael '71 and Dosist, to name a few. To date, Choom now has 18 retail locations across Alberta, Ontario, and B.C., with an aggressive growth plan to increase its national footprint over the next three to five years.

Today's store opening follows the company's [recent acquisition of a flagship location](#) in Niagara Falls, Ontario, and is the first of six stores planned for B.C.

"Today, the Choom team celebrates another exciting milestone with the opening of our flagship store in our hometown of Vancouver, B.C.," said Corey Gillon, CEO of Choom. "Thanks to the world-class, retail expertise of our team, we are excited to share a reinvigorated version of the Choom brand - one that is founded on providing an elevated retail experience, positioning Choom as a leader in the retail cannabis space. From the novice user to the more experienced, our goal with Choom is to create a unique, welcoming environment for our customers that is rooted in our company's ethos."

Through thoughtful brand storytelling, Choom encourages cannabis consumers to embrace an active lifestyle - one that is inspired by the social activities and pastimes of Hawaii's famous "Choom Gang". Choom's company culture and vast product offering also embody a culture of inclusivity, catering to all cannabis consumers. Outfitted with premium furnishings, Choom's Vancouver flagship store will provide customers with an elevated experience - by bringing style and sophistication to the Canadian recreational cannabis market. As part of the experience, Choom's flagship location will offer click-and-collect services to all customers, allowing purchases to be made both in-store and online.

In support of Canadian health authority recommendations, the store will be actively practising social distancing and will adhere to elevated safety and sanitization measures to protect the health and safety of customers and in-store employees.

### **Say hello to Choom™**

Choom™ is an emerging adult-use cannabis company whose mission is to establish one of the largest retail networks in Canada. The Choom brand is inspired by Hawaii's "Choom Gang"—a

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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 adult-use 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. For more information, visit: <https://choom.ca>

**Cautionary Statement:**

NEITHER THE CANADIAN SECURITIES EXCHANGE, NOR ITS REGULATIONS SERVICES PROVIDER, HAS NOT REVIEWED OR ACCEPTED RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

**Forward-looking information**

This news release contains forward-looking information relating to the Company's proposed activities and other statements that are not historical facts. Forward-looking information relates to management's future outlook and anticipated events or results and include statements or information regarding the future plans or prospects of the Company. 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 information, there may be other factors that cause results not to be as anticipated, estimated or intended. These factors include risks and uncertainties associated with or arising as a result of delays in obtaining or an inability to obtain required regulatory approvals, access to sufficient quantities of cannabis, the results of diligence investigations, the actions of third parties, the results of negotiations with third parties, developments in the cannabis sector, the ability to access sufficient capital from internal and external sources, reliance on key personnel, regulatory risks and delays and other risks and uncertainties discussed in the management discussion and analysis section of the Company's interim and most recent annual financial statement or other reports and filings, including those made with the CSE and applicable Canadian securities regulators. There can be no assurance that such forward-looking information 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 information.

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