



Vancouver expansion continues, with BC Retail Cannabis AIP License Secured

Vancouver, BC – August 10, 2020– Choom™ (CSE: CHOO; OTCQB: CHOOF), Cannabis Co, who has secured an extensive national retail footprint, is thrilled to announce that it has received the Approved In Principle (AIP) retail cannabis licensing for its Yaletown location in Vancouver, BC.

Choom made a strategic decision to locate itself in the vibrant Yaletown neighbourhood of Vancouver. The area, best known for its old warehouse buildings, and is home to an eclectic mix of residential, restaurants and bars. The neighbouring seawall and parks have created an ideal location for those that want to work, live and play.

“We are excited to continue our BC expansion, and bring to life our strategic vision of opening in brand propelling locations that complement the elevated cannabis experience we create” Corey Gillon, CEO states.

Having secured its third AIP retail cannabis license through the BC Liquor & Cannabis Regulation Branch, Choom is looking to secure additional locations in the Metro Vancouver area in the coming months. The Yaletown location is on track to open later this year. The company has also recently secured four retail cannabis authorizations in the Province of Ontario, that are in various stages of development.

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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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.