



Choom™ Announces Inclusion to the Horizons Marijuana Life Sciences ETF

Horizons Marijuana Life Sciences ETF has \$1.1B Invested in the Cannabis Sector

Vancouver, BC – September 25, 2018 – Choom™ (CSE: CHOO) (OTCQB: CHOOF) (the “Company” or “Choom”) an emerging, fully-integrated cannabis company, today announced that it has been added to the Horizons Marijuana Life Sciences ETF (HMMJ: TSX).

HMMJ is the world's first and largest Exchange Traded Fund (ETF) offering direct exposure to North American publicly listed life sciences companies with significant business activities in the marijuana industry.

The ETF's holdings can be viewed directly from its website at the link below:

<https://www.horizonsetfs.com/horizons/media/ETFData/en-ca/HMMJ/HorizonsHMMJHoldings.xls>

"Choom's addition to the Horizons Marijuana Life Sciences ETF is recognition of our efforts to building a dominant branded cannabis company. The Choom brand was created exclusively to service the retail recreational market, ensuring curious customers and cannabis connoisseurs alike can 'cultivate good times'," said Chris Bogart, President and CEO of Choom. "Our inclusion in Horizons Marijuana Life Sciences ETF provides an excellent avenue for increased exposure to the investment community."

SAY HELLO TO CHOOM™

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 is synonymous with cultivating good times with good friends. We are focused on delivering an elevated customer experience through our curated retail environments, high-grade handcrafted cannabis supply, and a diversity of brands for the Canadian recreational consumer.

“Chris Bogart”
President & CEO



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NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT 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 the results of diligence investigations, developments in the cannabis sector, delays resulting from or inability to obtain required regulatory approvals and 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 the Company's Listing Statement, made with the applicable Canadian securities regulators. There can be no assurance that such 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.