



Choom™ Secures 12 Additional Cannabis Retail Opportunities in Alberta and British Columbia

Vancouver, BC – August 23, 2018 – Choom™ (CSE: CHOO) (OTCQB: CHOOF) (the “Company” or “Choom”) an emerging, fully-integrated cannabis company, is pleased to announce that it has advanced its retail portfolio and the build-out of its cannabis retail store network in Alberta and British Columbia.

Choom has secured the rights to an additional 5 retail locations in Alberta and 7 in B.C. These new retail opportunities bring Choom’s total retail potential up to 52 locations across western Canada. Choom’s rapidly expanding provincial presence now stands at 29 leases in highly strategic and secure locations in Alberta with 28 applications submitted, in combination with 17 retail opportunities in B.C.

Choom™ is executing an aggressive expansion plan to create a significant retail brand in the Canadian adult use market and is committed to developing and acquiring retail stores as a top priority. In all cases, the retail opportunities are subject to all necessary governmental and municipal approvals being granted. This number is expected to grow over the coming months as the Company is currently negotiating additional leases with the intention of submitting applications for retail licenses. The following link will bring you to our retail opportunity map: <https://investors.choom.ca/wp-content/uploads/2018/08/ChoomRetailMap.pdf>

“We are excited to continue our progress towards being a leading private cannabis retailer in Canada,” states President and CEO of Choom, Chris Bogart. “In the burgeoning recreational sector, the consumer will be difficult to acquire, and as such, a strong Choom™ retail presence is key to customer acquisitions and securing market share. Choom’s brand was created exclusively for the adult use market, and core to our values is cultivating an excellent experience for the consumer via way of retail distribution. We are committed to pursuing retail opportunities across the country and remain focused on cultivating ‘Good Times with Good Friends’.”

Additionally, Choom is pleased to report it has received Development Permits in 11 municipalities and is in the process of its retail store buildouts.

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”
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Forward-looking information

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