



CSE: CHOO
OTCQB: CHOOF

Bill C-45 Approved! Blue Skies Ahead. With a Hint of Green.

Vancouver, BC – June 08, 2018 – Choom™ (CSE: CHOO; OTCQB: CHOOF) (the “Company” or “Choom™”) applauds the passing of Bill C-45 by the Canadian Senate, paving the way for official legalization of recreational use cannabis in Canada. After today’s important vote, we see blue skies ahead- with a hint of green.

Chris Bogart, President & CEO comments, “This is an exciting day for the Cannabis industry in Canada. Legalization is now officially on the horizon, and while some might think they have seen the crest of the cannabis wave that has been building for years, Choom™ recognizes that we’ve just started paddling into a wave that will build momentum now that legalization is in place. In every major market- Colorado, Washington, California- we’ve seen adult-use grow year over year by double digits. Choom™ sees the same growth potential in Canada, and legalization marks the start of Canadian adult consumers purchasing cannabis through legal channels instead of the black market. Canada has made history as the first G-20 country to legalize rec use, and this presents a tremendous opportunity for Choom™, given that our roots are firmly planted in the Canadian recreational cannabis space.”

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.

For additional information on Choom™ please visit:

<https://investors.choom.ca/c-45>

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