



CSE: CHOO
OTCQB: CHOOF

Choom Announced Calgary Retail Store Opening

Vancouver, BC – April 13, 2020 – Choom™ (CSE: CHOO; OTCQB: CHOOF), an emerging adult use cannabis company that has secured one of the largest national retail networks in Canada, is pleased to announce the opening of their next licensed cannabis retail store in Calgary, AB.

“We look forward to welcoming the community of Marda Loop, Calgary as we share our elevated retail experience with the opening of Choom’s 16th location in Alberta.” said Corey Gillon, CEO of Choom. “We are thrilled to continue to expand the area in which we are able to serve Albertans”.

This latest brick and mortar location is set to open Friday, April 17th, at 2719 14th Street SW, Calgary, AB. Operating hours are 10 am to 10 pm, Monday through Sunday.

As we open a new location during this extraordinary time, our number one priority is ensuring the health and safety of both, our loyal clients, and our dedicated team. In order to ensure the health and safety of both, the store will have daily, ongoing sanitization, as well as enhanced hygiene of store staff. Choom has also implemented Click and Collect service for this store, to promote contactless service.

Check out Choom’s website to see what is new <https://choom.ca/retail#Alberta>.

The Company further announces the Board of Directors has approved the implementation of a restricted share unit plan (“RSU Plan”), subject to receipt of final approval by the Canadian Securities Exchange and ratification by the Company’s shareholders at the next annual meeting thereof.

The RSU Plan is established as a vehicle by which equity-based incentives may be granted to eligible employees, consultants, directors and officers of the Company. The maximum number of RSUs issuable under the RSU Plan is up to 20% of the issued and outstanding common shares provided however that at no time may the number of RSUs issuable under the RSU Plan, together with the number of common shares issuable under options that are outstanding under the Company’s Stock Option Plan, exceed 20% of the issued and outstanding common shares as at the date of a grant under the RSU Plan or the Stock Option Plan, as the case may be.

For more information, visit choom.ca.

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 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.



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Cautionary Statement:

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 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.