



CSE: CHOO
OTCQB: CHOOF

Choom Expands into Medical Cannabis Channel with the Acquisition of Clarity Cannabis Medical Centres

Vancouver, BC – November 20, 2018 – Choom™ (CSE: CHOO) (OTCQB: CHOOF) (the "Company" or "Choom") an emerging adult use cannabis company that has secured one of the largest national retail networks in Canada, is pleased to announce it has acquired Clarity Cannabis Medical Centre Inc. and affiliates doing business as Clarity Medical Centres.

Chris Bogart, President & CEO states, "Our goal is to build a dominant national cannabis retail brand. The acquisition of Clarity Medical Centres allows Choom to service the entire Canadian cannabis market, beyond just the adult use channel. As cannabis becomes more widely accepted as an alternative to pharmaceuticals, increasingly, patients with medical conditions will require professional medical advice on the benefits and best use of cannabis as a treatment."

The acquisition includes five new medical centres along with a proprietary telemedicine platform that provides important education, access and expertise for referring patients in the use of cannabis for medical purposes. The Clarity Medical Centres approach makes it simple for new patients to access legal medical cannabis products in Canada and streamlines the process of registering with a licensed producer.

There are medical conditions that may benefit from cannabis when it comes to treating several health issues including chronic pain, PTSD, seizures, tremors, and general anxiety. Clarity's team of cannabis trained general and specialist physicians, nurses, pharmacists, and coaches all work together to ensure patients get optimal medical care. The clinics will provide education to patients on the best use of medical cannabis products as an alternative to pharmaceuticals.

Under the leadership of Dr. Jean Paul Lim, an internal medicine and complex care specialist, Clarity Medical Centres intend to study and monitor the effects of medicinal cannabis use. Clarity Medical Centres will use a patient-focused, research-based, multidisciplinary approach, from which Dr. Lim hopes to shatter cannabis misconceptions and build scientific evidence through the collection of patient data points around cannabis as an effective treatment.

As part of the transaction, Choom can access medical expertise from the clinics and leverage key learnings from the medical side to provide customer insights for our adult use channel. The Clarity medical clinic model is easily scalable and transferable across the rapidly growing medical cannabis space, both domestically and internationally adding an important retail revenue stream to Choom's adult use strategy.

SAY HELLO TO CHOOM™

Choom™ is an emerging adult use cannabis company that has secured 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 with Good Friends'. 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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