



## Choom™ Applies for retail cannabis license in Manitoba's RFP

**Vancouver, BC – September 18, 2018 – Choom™ (CSE: CHOO) (OTCQB: CHOOF)** (the “Company” or “Choom”) an emerging, fully-integrated cannabis company, is pleased to announce that it has applied for a master retail license (the “License”) in Manitoba’s Request for Proposal (“RFP”) to sell recreational cannabis coming October 17<sup>th</sup>. The License would give Choom the capability to operate retail cannabis stores within the province, as well as, an e-commerce platform.

Choom currently has secured the rights of up to 52 retail opportunities 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., and 6 retail opportunities in Saskatchewan. Choom also has received Development Permits in 11 municipalities and is in the process of its retail store buildouts.

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 in multiple jurisdictions.

“Manitoba represents another step in our strategy to build one of the largest private retail networks across Canada and establishing Choom™ as a dominant Canadian cannabis brand. The RFP process is highly competitive, and receiving one of the master licenses will give us the ability to sell directly to consumers- either in store or online.” states Chris Bogart, President and CEO of Choom. “Consumers in Manitoba can expect style and sophistication when they walk into a Choom store. The Choom brand was created exclusively to service the recreational market, ensuring curious customers and cannabis connoisseurs alike can ‘cultivate good times’. We remain committed to pursuing more retail opportunities across Canada, and Manitoba is an important part of our national strategy.”

### **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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**Forward-looking information**

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