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High Tide Announces the Opening of its Eighth Canna Cabana Store

Calgary, AB, February 14, 2019 / CNW / – High Tide Inc. (“High Tide” or the “Company”) (CSE:HITI) (Frankfurt:2LY), an Alberta-based downstream cannabis corporation focused on the manufacturing and wholesale distribution of smoking accessories and cannabis lifestyle products, today announced that it has opened its eighth Canna Cabana retail store, which is located at Unit #116, 5305 Magasin Avenue in the city of Beaumont, Alberta (the “Beaumont Store”). Having met all municipal business requirements, the Beaumont Store is approved to sell smoking accessories and cannabis lifestyle products while the temporary suspension of incremental cannabis retail licensing by Alberta Gaming, Liquor and Cannabis (“AGLC”) remains in effect.

The opening of the Beaumont Store reaffirms High Tide’s ability to rapidly execute on its broad set of growth plans. “As the fifth fastest growing community in Canada, it was important for High Tide to establish a retail location in Beaumont. We will strive to quickly become a part of this Leduc County community and integrate the outlet into the local economy for the long term,” said Raj Grover, President and Chief Executive Officer of High Tide. “Our Canna Cabana employees can now begin to educate customers about cannabis and smoking accessories, accept Health Canada-approved cannabis product packaging through the free in-store recycling program and engage with this important community adjacent to southern Edmonton,” added Mr. Grover. Beaumont began as a French Colony in 1895 and has grown to become a dynamic city situated a short distance east of the Edmonton International Airport.

High Tide continues to advance its next 25 Canna Cabana locations, which are under various stages of construction. In total, the Company has 33 development permits for its Canna Cabana and KushBar retail cannabis stores across Alberta and expects to receive the four remaining development permits required to achieve the AGLC’s effective maximum of 37 retail cannabis locations in the province in the short-term. High Tide also recently announced that it has been selected to assist two winners of the Expression of Interest Lottery to apply for one of 25 cannabis-related Retail Operator Licences in Ontario, while maintaining approximately 20 conditional leases for future retail locations across that province. The Company is targeting having recreational cannabis stores in every province that permits privately-owned outlets, as further demonstrated by the recent signing of separate letters of intent to acquire two locations in Saskatchewan.

About High Tide Inc.

High Tide is an Alberta-based, downstream cannabis corporation focused on the manufacturing and wholesale distribution of smoking accessories and cannabis lifestyle products. It is a vertically-integrated company in the Canadian cannabis market, with portfolio subsidiaries including RGR Canada Inc., Famous Brandz Inc., Kush West Distribution Inc., Smoker’s Corner

Ltd., Grasscity.com, Canna Cabana Inc. and the majority of KushBar Inc. High Tide's strategy as a parent company is to extend and strengthen its integrated value chain, while providing a complete customer experience and maximizing shareholder value.

Representing the core of High Tide's business, RGR Canada Inc. is a high-quality and innovative designer, manufacturer and distributor of cannabis accessories. Famous Brandz Inc. is a dominant manufacturer of licensed lifestyle accessories, through partnerships with celebrities and entertainment companies including Snoop Dogg and Paramount Pictures. Famous Brandz' products are sold to wholesalers and retailers around the world. Founded in 2009 and approved by the Canadian Franchise Association, Smoker's Corner Ltd. is among Canada's largest counter-culture chains with 14 locations. Kush West Distribution is in the process of becoming a cannabis wholesaler in the province of Saskatchewan. Based in Amsterdam since 2000, Grasscity.com is the world's preeminent and most searchable online retailer of smoking accessories and cannabis lifestyle products with approximately 5.8 million site visits annually. With the deregulation of recreational cannabis for adult use across Canada, Canna Cabana Inc., with seven current locations, is in the process of becoming a sizeable retail brand with a sophisticated yet playful customer experience, while KushBar Inc. is a retail concept that will also be focused on the valued Canadian cannabis consumer.

For more information about High Tide Inc., please visit www.hightideinc.com and its profile page on SEDAR at www.sedar.com.

Forward-Looking Information

Certain statements in this news release are forward-looking information or forward-looking statements. Such information and statements, referred to herein as "forward-looking statements" are made as of the date of this news release or as of the date of the effective date of information described in this news release, as applicable. Forward-looking statements relate to future events or future performance and reflect current estimates, predictions, expectations or beliefs regarding future events. Any statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (generally, forward-looking statements can be identified by use of words such as "outlook", "expects", "intend", "forecasts", "anticipates", "plans", "projects", "estimates", "envisages", "assumes", "needs", "strategy", "goals", "objectives", or variations thereof, or stating that certain actions, events or results "may", "can", "could", "would", "might", or "will" be taken, occur or be achieved, or the negative of any of these terms or similar expressions, and other similar terminology) are not statements of historical fact and may be forward-looking statements.

Such forward-looking statements are based on assumptions that may prove to be incorrect, including but not limited to the ability of High Tide to execute on its business plan and that High Tide will receive one or multiple licenses from Alberta Gaming, Liquor & Cannabis, British Columbia's Liquor Distribution Branch or the Saskatchewan Liquor and Gaming Authority permitting it to carry on its Canna Cabana Inc. and KushBar Inc. businesses. High Tide considers these assumptions to be reasonable in the circumstances. However, there can be no assurance that any one or more of the government, industry, market, operational or financial targets as set out herein will be achieved. Inherent in the forward-looking statements are known and unknown risks, uncertainties and other factors that could cause actual results, performance or achievements, or industry results, to differ materially from any results, performance or achievements expressed or implied by such forward-looking statements.

The forward-looking statements contained herein are current as of the date of this news release. Except as required by law, High Tide does not have any obligation to advise any person if it becomes aware of any inaccuracy in or omission from any forward-looking statement, nor does it intend, or assume any obligation, to update or revise these forward-looking statements to reflect new events or circumstances. Any and all forward-looking statements included in this news release are expressly qualified by this cautionary statement, and except as otherwise indicated, are made as of the date of this news release.

SOURCE High Tide Inc.

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