



## **Peekaboo Beans Announces Latest Distribution Point in Omnichannel Business Model with Amazon.com**

**VANCOUVER, BC – March 7, 2019** Peekaboo Beans Inc (“**Peekaboo Beans**” or the “**Company**”) (CSE:BEAN | OTCQB:PBBSF) is pleased to announce the launch of the Company’s Amazon Store this March.

After announcing the Company’s launch of their performance based social retailing program in [October 2018](#), various initiatives have been underway to ensure the Peekaboo Beans’ approach remains aligned with its target market. Amazon’s apparel is estimated to be a [\\$45-\\$85 billion business by 2020](#), which indicates the potential market size the growing online space could have for Peekaboo Beans.

Traci Costa, Founder and CEO of Peekaboo Beans, commented, “The Amazon store is a project we have been working on over the last quarter. Amazon has approximately 90 million paid Amazon *Prime* members, and perfectly aligns with our omni channel strategy. We are eager to start seeing the rewards of partnering with one of the world’s largest online store”.

The millennial parent has been a major driving point for the Company’s initiatives following the [launch of the Social Retail program](#). Peekaboo Beans’ program is designed to create mutually beneficial partnerships with brand ambassadors to grow the Company’s distribution and sales in North America and worldwide. The Company aims to broaden distribution through an omnichannel platform, including major e-commerce sites, host more pop-up boutiques within large retailers, and sell products through social media channels.

### **About Peekaboo Beans Inc.**

Peekaboo Beans is a children's apparel brand with a focus on ethically produced clothes that are intentionally designed to inspire play. Through an omni-channel approach, Peekaboo Beans engages sellers through social platforms, including Instagram and Facebook, as well as online retailers, to maximize revenue and build brand loyalty. The Company works to promote a playful lifestyle for children by designing comfortable clothes that are built to last.

On behalf of the Board of Directors,  
**Peekaboo Beans Inc.**

Ms. Traci Costa, President and CEO  
(604) 279-2326

**For more information, please contact the Company at:**  
[BEAN@kincommunications.com](mailto:BEAN@kincommunications.com)  
**1-866-604-6730**

## Reader Advisory

*This news release may contain statements which constitute “forward-looking information”, including statements regarding the plans, intentions, beliefs and current expectations of the Company, its directors, or its officers with respect to the future business activities of the Company. The words “may”, “would”, “could”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect” and similar expressions, as they relate to the Company, or its management, are intended to identify such forward-looking statements. Investors are cautioned that any such forward-looking statements are not guarantees of future business activities and involve risks and uncertainties, and that the Company’s future business activities may differ materially from those in the forward-looking statements as a result of various factors, including, but not limited to, fluctuations in market prices, successes of the operations of the Company, continued availability of capital and financing and general economic, market or business conditions. There can be no assurances that such information will prove accurate and, therefore, readers are advised to rely on their own evaluation of such uncertainties. The Company does not assume any obligation to update any forward-looking information except as required under the applicable securities laws.*

*Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.*