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FOR IMMEDIATE RELEASE

MATICA SUBSIDIARY WEST ISLAND INTRODUCES NEW BRAND TO THE B.C. NON_MEDICAL CANNABIS MARKET

August 18, 2021 – Toronto, Ontario – Matica Enterprises Inc. (MMJ – CSE) (39N – Frankfurt) (MMJFF – OTC) (“Matica” or the “Company”) is pleased to announce that the Company’s subsidiary, RoyalMax Biotechnology Canada Inc. doing business as West Island Culture (“West Island”) is launching the CITOYEN™ brand of cannabis in British Columbia. West Island is also the maker of the popular OUEST™ brand of premium cannabis. CITOYEN™ brand products are quality cannabis offerings at lower entry prices and with greater volumes in comparison to our premium OUEST™ products.

“CITOYEN™ is the French term for citizen. As the name suggests, this is a flower that is accessible to all. It strives to provide consumers with a high-quality bud at a price that is affordable to all, truly *The People’s Flower*,” stated Boris Ziger, CEO, Matica. “Available in large size formats, our CITOYEN™ brand provides consumers what they have been asking for,” he added.

To learn more about the CITOYEN™ line of products, please visit citoyencannabis.ca.

Legal Action

As per Matica press release dated May 14, 2021, Matica was served with a nuisance lawsuit by a shareholder of West Island. The legal action was dismissed by the Superior Court of the Province of Quebec.

About Matica

Matica is a multi-faceted, innovative company in the Quebec cannabis space. Its subsidiary, West Island Culture is a Dorval, Quebec based Health Canada Licence Holder with standard cultivation licence, standard processing, medical sales and sales licences. Matica continues to work with Yunify Natural Technologies, a Quebec based health and personal care research and innovation company to develop proprietary products for Matica and West Island, including topicals and ionic mists. Through its acquisition of Trichome Treats, an award-winning chocolatier, Matica and West Island intend on introducing edibles into the West Island product mix.

For more information on Matica Enterprises, please visit: www.maticaenterprises.com.

For more information on our cannabis brands, please visit go-ouest.ca and citoyencannabis.ca

On behalf of the Board of Directors
MATICA ENTERPRISES INC.
Boris Ziger, CEO & Chairman

The Company's public filings are available for review at www.sedar.com and www.thecse.com.

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Disclaimer for Forward-Looking Information

Certain information in this press release may constitute forward-looking information. This information is based on current expectations that are subject to significant risks and uncertainties that are difficult to predict. Actual results might differ materially from results suggested in any forward-looking statements. The Corporation assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward looking-statements unless and until required by securities laws applicable to the Corporation. Additional information identifying risks and uncertainties is contained in the Corporation's filings with the Canadian securities regulators, which filings are available at www.sedar.com.

This news release contains statements about the Company's information that may be made available on the S&P Capital IQ Corporation Records Listing Program and the business of Matica that are forward-looking in nature and as a result, are subject to certain risks and uncertainties. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, undue reliance should not be placed on them as actual results may differ materially from the forward-looking statements. The forward-looking statements contained in this news release are made as of the date hereof, and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, except as required by law.

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