



Suite 1102 – 44 Victoria Street
Toronto, ON, M5C 1Y2
Tel: (416) 304-9935
westislandbrands.com

FOR IMMEDIATE RELEASE

WEST ISLAND APPROVED FOR TWO NEW SKU'S IN ONTARIO

December 21, 2021 – Toronto, Ontario – West Island Brands Inc. (WIB – CSE) (39N0 – Frankfurt) (WIBFF – OTC) (“West Island” or the “Company”) is pleased to announce that following the tremendous success of the Sweet Demon launch under the Limited Release program, West Island has been approved for a general listing of 2 new sku’s in Ontario. The Ontario Cannabis Retail Corporation, doing business as the Ontario Cannabis Store (the “OCS”) has approved the listing of West Island’s Platinum Cake and Grandpa’s Stash strains. Both strains are premium products with THC level’s approaching 30 percent and terpene levels averaging above 3 percent.

The OCS is the sole wholesale distributor of cannabis for the province of Ontario. Ontario is the country’s largest cannabis market with over 1000 cannabis retail outlets. Legal cannabis retailers in Ontario had over 120.1 million dollars in sales for June of 2021. Sales of cannabis in Ontario amounted for 37.7 percent of all Canadian cannabis sales for the month of June, 2021.

West Island CEO, Boris Ziger states, “Our first entry of OUEST™ brand premium craft cannabis into Ontario, ‘Sweet Demon’, was a huge success - selling out in less than a month. As with other regions of the country, our super premium product that has become an instant classic in Ontario also. We hope that our two new offerings will be as well received.”

Management continues to aggressively expand the Company’s commercial and production footprint to additional Canadian provinces.

About West Island

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

For more information on West Island Brands please visit the website at: westislandbrands.com.

On behalf of the Board of Directors

WEST ISLAND BRANDS INC.

Boris Ziger

Boris Ziger, CEO & Chairman

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

For further information, please contact Boris Ziger, at:

Telephone: 416-304-9935

E-mail: info@westislandbrands.com

Website: www.westislandbrands.com

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 the Company 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.

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release. We seek Safe Harbor.