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Wildflower Announces Interim COO

VANCOUVER, British Columbia, August 25, 2020: Wildflower Brands Inc. (CSE: [SUN](#), OTC: [WLDFF](#)) (the “Company”) regrets to share the tragic and untimely news of the passing of the Company’s Chief Operating Officer, Myron Van Snick. Myron was a valued member of the Wildflower Team and a dear friend who will be missed.

Mr. Stephen Pearce will assume the role of Interim Chief Operating Officer along with his other duties. Mr. Pearce is intimately familiar with the Company’s operations being one of the founders of Wildflower. Further, with various retail cannabis licensing nearing completion this ensures continuity in management. Any new management hire would have to go through security clearance and by maintaining the current executive team, this avoids any further delay in the licensing process.

The Board of Directors and staff of Wildflower Brands express their sincere condolences to Myron’s three children and family.

ABOUT CITY CANNABIS CO.

City Cannabis is a premier cannabis retailer recently acquired by Wildflower Brands and holds three of the eight City of Vancouver licenses to sell cannabis and the only company with four licenses in the Province of B.C. City Cannabis has been profitably operating various dispensaries in Vancouver since Vancouver commenced licensing cannabis retailers.

For more information about City Cannabis, visit citycannabis.co.

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ABOUT WILDFLOWER BRANDS INC.

Wildflower Brands is a Vancouver-based company developing and designing brands that focus on plant-based health and wellness products. All of our brands work in synergy, toward becoming a global wellness leader.

For more information about Wildflower Brands, visit wildflowerbrands.co. To learn, engage and shop our wellness products visit buywildflower.com.

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The Canadian Securities Exchange Inc. has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved of the contents of this press release.