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TransCanna Announces Five Year Deal with Fresca LLC

Vancouver, BC, November 12, 2020 - TransCanna Holdings Inc. (CSE: TCAN: XETR: TH8) ("TransCanna" or the "Company") announces the collaboration of Lyfted Farms with Fresca LLC; breaks sales velocity records.

Lyfted Farms has entered into a 5-year agreement with Fresca LLC to promote and co-brand premium indoor cannabis flower. The resulting new retail SKU's have surpassed several prior sales velocity records for Lyfted Farms. Sales velocity has long been a key indicator for demand and viable results demonstrating the products are well positioned.

This collaboration highlights the marketplace power of California's most authentic indoor cultivator combined with the Fresca Brand and distribution channels into the world-famous Cookie's, Lemonade, and Dr. Greenthumb stores.

Bob Blink, founder of Lyfted Farms and CEO of TransCanna, shares that "the opportunity to bring Lyfted Farms reputation for consistently high quality indoor cannabis flower into the Fresca Brand and the Cookie's retail distribution system is exciting and will enable us to showcase the production capacity of the Daly Facility."

Gilbert Milam Jr., aka "Berner" @berner415, Founder and CEO of Cookie's, notes "the owners of Fresca helped innovate Bay Area culture when I was growing up through music...when they mentioned to me about starting a cannabis brand...I recommended that they find a quality indoor cultivator and I think Lyfted Farms is the perfect partner for them. We look forward to carrying their brand onto our shelves and watching their Statewide expansion."

About TransCanna Holdings Inc.

TransCanna Holdings Inc. is a California based, Canadian listed, Company building cannabis-focused brands for the California lifestyle through its wholly-owned California subsidiaries.

For further information, please visit the Company's website at www.transcanna.com or email the Company at info@transcanna.com.

On behalf of the Board of Directors
Bob Blink, CEO
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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.

Forward-Looking Statements

This release includes certain statements and information that may constitute forward-looking information within the meaning of applicable Canadian securities laws or forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements relate to future events or future performance and reflect the expectations or beliefs regarding future events of management of the Company. Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as "intends" or "anticipates", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "should", "would" or "occur". This information and these statements referred to herein as "forward-looking statements", are not historical facts, are made as of the date of this news release and include without limitation estimates and forecasts and statements as to management's expectations for growth and the commencement of operations of the Company's Daly facility.

The forward-looking information in this press release is based upon certain assumptions that management considers reasonable in the circumstances, including that operations will commence at the Company's Daly facility in Modesto, California, as and when expected.

These forward-looking statements involve numerous known and unknown risks, uncertainties and other factors that may cause actual results, events or developments to be materially from any future results, events or developments expressed or implied by such forward-looking statements. Risks and uncertainties associated with the forward-looking information in this news release include, among others, dependence on obtaining and maintaining regulatory approvals, including state, local or other licenses and any inability to obtain all necessary governmental approvals licenses and permits to complete upgrades to its Daly facility in a timely manner; engaging in activities which currently are illegal under U.S. federal law and the uncertainty of existing protection from U.S. federal or other prosecution; regulatory or political change such as changes in applicable laws and regulations, including U.S. state-law legalization, particularly in California, due to inconsistent public opinion, perception of the medical-use and adult-use marijuana industry, bureaucratic delays or inefficiencies or any other reasons; any other factors or developments which may hinder market growth;; reliance on management; and the effect of capital market conditions and other factors (including those related to the COVID-19 pandemic) on capital availability; competition, including from more established or better financed competitors; and the need to secure and maintain corporate alliances and partnerships, including with customers and suppliers.

Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no

assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. The Company does not undertake to update any forward-looking statement, forward-looking information or financial out-look, except in accordance with applicable securities laws.