



Osoyoos Retains Integrity Media for Investor Relations and Corporate Communications

TORONTO, ONTARIO, August 12, 2020 – **Osoyoos Cannabis Inc. (CSE: OSO)** (“Osoyoos” or the “Company”) is pleased to announce that the Company has retained Integrity Media Inc. (“Integrity Media”) to manage the Company’s Investor Relations and Corporate Communications.

Integrity Media has over two decades working in public markets and is highly experienced with cannabis and psychedelic-based public companies in the U.S., Canada, the Caribbean and South America. Integrity Media is led by Kurt Divich, a veteran author and public relations specialist. One of the premier financial copywriters in the industry, Divich is twice published in fiction and non-fiction and has been highly successful in securing company recognition in elite national financial media.

“Integrity Media is well-known for its exceptional communication and for its devotion to serving shareholders,” stated Graham Simmonds, CEO of Osoyoos. “Mr. Divich has been an active consultant to Osoyoos since the very beginning and is ideally skilled to help us transition into our new business model. We are most pleased to have Integrity Media and Kurt on our team.”

“It is a distinct pleasure to re-join Osoyoos and this fantastic team that Graham Simmonds has assembled,” stated Kurt Divich, Founder and President of Integrity Media. “Osoyoos has entered an exciting and transformative phase as it pursues what I view as one of the greatest new market sectors in the industry armed with tremendous intellectual property via Osoyoos’ wholly-owned subsidiary AI Pharma and its founder Dr. Stephen D. Barnhill. I’ve had the opportunity to listen to Dr. Barnhill share his vision for the Company and as it enters into this important, dynamic new phase, Integrity Media will effectively communicate its successes to the investing public, the brokerage community and the media.”

About Osoyoos Cannabis Inc.

Osoyoos Cannabis Inc. has a joint-venture agreement with a private, vertically-integrated licensed producer under the *Cannabis Act (Canada)* to offer contract tolling extraction services to third-party businesses. Additionally, the Company recently acquired 1196691 B.C. Ltd. d/b/a “PCAI Pharma” (www.pcai.ca) and its wholly-owned subsidiary AI Pharmaceuticals Jamaica Limited (“AI Pharma”), a private corporation incorporated and operating under the laws of Jamaica. The business of AI Pharma involves science, research, treatment, data mining and AI, focused on the development of combinatorial pharmaceuticals, nutraceuticals and cosmeceuticals utilizing compounds from cannabis (cannabinoids), psychedelic mushrooms (psilocybin), fungi and other psychedelic formulations and their related medicinal global intellectual property protection.

For further information, please contact:

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Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words “could”, “intend”, “expect”, “believe”, “will”, “may”, “projected”, “estimated” and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company’s current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. In particular, this release contains forward-looking information relating to the business of the Company. Various assumptions or factors are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking information. Those assumptions and factors are based on information currently available to the parties. The material factors and assumptions include regulatory and other third-party approvals; licensing and other risks. The forward-looking information contained in this release is made as of the date hereof and the parties are not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward-looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

Pursuant to the engagement, the Company has agreed to compensate Integrity Media with a one-time upfront fee of Usd. \$28,000 and a monthly fee of Usd. \$4,000 for a period of twelve months.