



THE FUTURE OF GENETICS | CSE: PACR

For Immediate Release

January 12, 2021

PACROOTS ANNOUNCES STOCK OPTIONS

Vancouver, B.C., January 12, 2021 – Pac Roots Cannabis Corp. (“PacRoots” or the “Company”) (CSE: PACR) (OTCQB:PARCF) the Company announced today that pursuant to the company’s Stock Option Plan, an aggregate of 3,450,000 shares have been granted to Directors, management and consultants as incentive stock options at an exercise price of \$0.15 per share. The options are exercisable for a period of three years, ending on January 12, 2024.

ABOUT PAC ROOTS

Pac Roots Cannabis Corp. is the future of genetics. By focusing on elite cannabis genetic development, the Company maximizes the quality of its products, by keeping yields and profit margins high. Pac Roots subsidizes costs with several strategic partners; Phenome One, one of the largest live genetic libraries in Canada composed of over 350+ live cultivars as well as their JV partnership with Rock Creek Farms and Speakeasy Cannabis Club which leverages existing infrastructure, equipment and access to land on a 100-acre Hemp Project. This combination has the company positioned to be cash-flow positive within their first year of trading.

ON BEHALF OF PAC ROOTS CANNABIS CORP.

(signed) “Patrick Elliott”
Chief Executive Officer

For further information, please contact:

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Not for distribution to United States wire services or dissemination in the United States. This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”) or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

Certain statements included in this press release constitute forward-looking information or statements (collectively, “forward-looking statements”), including those identified by the expressions “anticipate”, “believe”, “plan”, “estimate”, “expect”, “intend”, “may”, “should” and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This press release contains forward looking statements. These forward-looking statements are based on

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current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors.

Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Factors that could cause the actual results to differ materially from those in forward-looking statements include failure to obtain a Cannabis Act license in a timely manner or at all, the continued availability of capital and financing, and general economic, market or business conditions, including the effects of COVID-19. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. Although such statements are based on management's reasonable assumptions, there can be no assurance that the statements will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.

Neither the Canadian Securities Exchange (the "CSE") nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

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