

## PlantX Announces Professional Mountain Bike Athlete Rémy Métailleur as Company Ambassador



VANCOUVER, British Columbia — **June 2, 2021** /CNW/ — PlantX Life Inc. (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) ("**PlantX**" or the "**Company**") is pleased to announce its new partnership with professional mountain bike athlete, Rémy Métailleur, as a PlantX Ambassador. Mr. Métailleur will help promote the PlantX brand and product offerings and will help the Company advocate for the benefits of living a plant-based lifestyle.

One of the most renowned and innovative mountain bike athletes, Mr. Métailleur has been revolutionizing the world of mountain biking from a young age. His passion for mountain biking and skiing led to him moving to the Coast Mountains of British Columbia in 2013, where he quickly became the face of Whistler Mountain Bike Park. A resident of Squamish, British Columbia, The Adventure Capital of Canada and home to the PlantX Canadian flagship store, Mr. Métailleur is also an avid climatarian and planetary health advocate whose values align with the Company's mission of promoting plant-based eating and sustainability efforts.

"PlantX's culture is driven by a passion for sports, plant-based wellbeing and sustainability and having Rémy's support further shows how the Company is attracting exciting new partnerships that reflect our values," said PlantX Founder, Sean Dollinger. "Rémy is a legend in Squamish and in the world of mountain biking. Collaborating with him will help boost our ties with the Squamish community and our brand exposure among other like-minded athletes and their following base."

Mr. Métailleur will be involved in broadening PlantX's brand exposure in Squamish and the Canadian West Coast, as well as promoting the Company's product offerings to his dedicated audiences across his personal platforms. As part of this initiative, the Company launched "Rémy's Picks", a new personalized web page showcasing Mr. Métailleur's curated list of PlantX products. "Rémy's Picks" can be found on the Company's [U.S.](#) and [Canadian](#) e-commerce

platforms and includes Mr. Metallier's favorite plant-based products from brands such as Oatly, Native Forest, Cadia and Jeff's Garden.

"I am so excited to partner with PlantX. My diet has been mostly plant-based for several years and I love trying new recipes," said PlantX Ambassador, Rémy Métailler. "Having the support of PlantX is a great way to explore new food and lifestyle options and related products that I can share with my community."

### **About PlantX Life Inc.**

As the digital face of the plant-based community, PlantX's platform is the one-stop shop for everything plant-based. With its fast-growing category verticals, the Company offers customers across North America more than 10,000 plant-based products. In addition to offering meal and indoor plant deliveries, the Company currently has plans underway to expand its product lines to include cosmetics, clothing and its own water brand — but the business is not limited to an e-commerce platform. The Company uses its digital platform to build a community of like-minded consumers and, most importantly, provide education. Its successful enterprise is being built and fortified on partnerships with top nutritionists, chefs and brands. The Company eliminates the barriers to entry for anyone interested in living a plant-based lifestyle and thriving in a longer, healthier and happier life.

### **About Rémy Métailler**

Originally from France, Rémy is moved to Squamish, British Columbia, to capitalize on his passion for Mountain Biking and skiing. After riding the bike park for a season straight and filming two main edits, Rémy quickly became the face of the Whistler Mountain Bike Park producing around 10 Bike Park videos there in 5 years and changing the vision of people on how the bike park can be ridden. Following that experience, Rémy was invited to 4 Red Bull Rampage and competed on urban downhill mountain biking events that led to him winning prizes in Downhill Taxco in 2017 and Downhill Puerto Vallarta in 2018. Since then, he has focused his riding on some of the most complex trails in the world, which he documents on his weekly YouTube videos. Rémy's goal is to entertain his following based, but also to educate viewers on how they can improve their mountain biking skills.

### **CONTACT INFORMATION**

For additional information, please contact:

Alexandra Hoffman  
Chief Marketing Officer  
(323)536-7973  
[alex@PlantX.com](mailto:alex@PlantX.com)

The Company website is <http://investor.PlantX.com/>.

To explore the "*Rémy's picks*" Canadian and U.S. webpages, [click here](#), and [here](#).

### **Forward Looking-Information**

*This press release contains "forward-looking information" within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking information. In some cases, forward-looking information can be identified by words or phrases such as "may," "will," "expect," "likely," "should," "would," "plan," "anticipate," "intend," "potential," "proposed," "estimate," "believe" or the negative of these terms, or other similar words, expressions and grammatical variations thereof, or statements that certain events or conditions "may" or "will" happen, or by discussions of strategy. The forward-looking information contained herein includes, without limitation, Rémy Métallier's role with the Company, the availability of certain products on the Company's e-commerce platform and the business and strategic plans of the Company.*

*By its nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate; that assumptions may not be correct; and that objectives, strategic goals and priorities will not be achieved. A variety of factors, including known and unknown risks, many of which are beyond our control, could cause actual results to differ materially from the forward-looking information in this press release including, without limitation: the Company's ability to comply with all applicable governmental regulations including all applicable food safety laws and regulations; impacts to the business and operations of the Company due to the COVID-19 epidemic; a limited operating history; the ability of the Company to access capital to meet future financing needs; the Company's reliance on management and key personnel; competition; changes in consumer trends; foreign currency fluctuations; and general economic, market or business conditions.*

*Additional risk factors can also be found in the Company's continuous disclosure documents, which have been filed on SEDAR and can be accessed at [www.sedar.com](http://www.sedar.com). Readers are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking information. The forward-looking information contained herein is made as of the date of this press release and is based on the beliefs, estimates, expectations and opinions of management on the date such forward-looking information is made. The Company undertakes no obligation to update or revise any forward-looking information, whether as a result of new information, estimates or opinions, future events or results or otherwise, or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.*