



RED LIGHT HOLLAND
UNDERGROUND TO MAINSTREAM

**RED LIGHT HOLLAND ANNOUNCES iMICRODOSE LAUNCH PARTY ON SEPTEMBER 25th, 2020
AND ENGAGES LEADING EUROPEAN EXPERIENTIAL CREATIVE AGENCY TO HOST THE
PREMIERE EVENT IN AMSTERDAM**

Toronto, ON – September 15th, 2020 – Red Light Holland Corp. (“**Red Light Holland**” or the “**Company**”) (CSE:TRIP)(FSE:4YX)(OTC:TRUFF), an Ontario-based corporation positioning itself to engage in the production, growth and sale of its brand of magic truffles to the legal, recreational market within the Netherlands, is pleased to announce it has engaged Guest Agency (“**Guest Agency**”), a leading European experiential creative agency, to host the launch event of iMicrodose (the “**iMicrodose Launch Event**”), Microdosing Packs, in the Netherlands. Guest Agency has sought the assistance of their trusted partner, Maison PR (“**Maison PR**”) for PR and Influencer support.

Guest Agency founded in 2007 has worked with numerous high caliber clients such as Diageo, Burberry, BMW, Moët & Chandon, Ketel One & Cartier. Their expertise lies in bringing to life immersive, creative experiences and creating brand fans for high regarded and world famous companies.

“We are excited to make a premium splash with our iMicrodose packs to the Netherlands market. We carefully chose Guest Agency housed in Amsterdam, due to their incredible experience with some of the most influential and important brands this world has fallen in love with! We expect the same when people discover iMicrodose, powered by Red Light Holland” said Todd Shapiro, Chief Executive Officer and Director of the Company. “I’m also pleased to work with Maison PR, to have an opportunity to speak to the press in the Netherlands, as I’m extremely comfortable with the media where we can proudly share information and educate the masses about our iMicrodose product and the Company’s overall vision.”

The iMicrodose Launch Event will be held Friday, September 25th, 2020 in Amsterdam at the A'DAM the Loft from 6-9 p.m (CEST) for press, artists, thought-Leaders, successful entrepreneurs, local celebrities, and social media influencers. The event will feature a global live stream presentation by CEO Todd Shapiro, as well as President Hans Derix and will feature local live artists and DJs. The link to the live stream will be available on the company’s website www.redlighttruffles.com



Pictured: A'Dam The Loft



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Red Light Holland also announces the resignation of Lowell Kamin as member of the board of directors (the “**Board**”) of the Company.

The remaining members of the Board and the Company thank Mr. Kamin for his contributions and wish him success with his future endeavors.

About Guest Agency.

Guest Agency is an independent, creative agency focused on telling brand stories and creating word of mouth for various brands that want to create lasting connections with their audience and customers.

Since 2007, Guest Agency has been working for premium, international conglomerates and brands, but also loves to work with local heroes and disruptive players aiming to be (inter)national champions.

Guest Agency is not just another agency, but a hybrid of creativity-driven and execution-strong professionals. With a passionate team of marketeers, creatives, designers and project and event specialists, they create and deliver memorable concepts and campaigns with passion and conviction.

About Red Light Holland Corp.

The Company is an Ontario-based corporation positioning itself to engage in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal, recreational market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws.

For additional information on the Company:

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Forward-Looking Statements

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

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control.

Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward- looking statements contained herein include, but are not limited to, information the timing and other aspects of the iMicrodose Launch Event, including anticipated guests. Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward- looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. In particular, there is no guarantee that iMicrodose Launch Event will occur on September 25, 2020, or at all. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws.

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