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Wildflower's Launch in Canada on schedule for April

VANCOUVER, British Columbia, March 24, 2021: Wildflower Brands Inc. (CSE: [SUN](#), OTC: [WLDFF](#)) (the "Company") is pleased to announce that its partner Rubicon Organics Inc. (TSXV: ROMJ) (OTCQX: ROMJF) has received purchase orders for Wildflower topicals from the provinces of Ontario, British Columbia, Alberta and Saskatchewan.

Wildflower and its partner Rubicon Organics Inc. are on track for a Spring launch of Wildflower CBD Cool Sticks and CBD Relief Sticks which you can expect to see on store shelves and online in various provinces in the first week of April 2021.

"Meetings with provincial buyers continue to support the premise that there is an underserved demand for CBD topicals in the Canadian market. Working with the Rubicon team has been incredibly positive and it's obvious their reputation for quality with the buyers is playing a very important role in securing these purchase orders" stated William MacLean, CEO of Wildflower.

CTO update: Wildflower has submitted an application for exemptive relief to the securities commissions to move forward with its financial statements. Management has been in communication throughout the submission process in an attempt to expedite the process. We will continue to offer updates as the information comes in from the securities commissions.

ABOUT WILDFLOWER BRANDS INC.

Wildflower Brands is a Vancouver-based company developing and designing brands that focus on plant-based health and wellness products. All of our brands work in synergy, toward becoming a global wellness leader.

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For more information about Wildflower Brands, visit wildflowerbrands.co. To learn, engage and shop our wellness products visit buywildflower.com or wildflower.ca

CONTACT INFORMATION

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ABOUT RUBICON ORGANICS INC.

Rubicon Organics Inc. is becoming the global brand leader in organic cannabis products. Through its wholly owned subsidiary Rubicon Holdings Corp, a licensed producer, the Company cultivates, processes and sells organic certified, sustainably produced, super-premium cannabis products from its state-of-the-art hybrid greenhouse located in Delta, BC, Canada. Rubicon Organics is focused on achieving industry leading profitability through a focus on innovation and the development of brands and cannabis 2.0 products, including its flagship super-premium brand Simply Bare™ Organic and its super-premium concentrate brand LAB THEORY™.

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Cautionary and Forward-Looking Statements

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. Forward-looking statements and information are often, but not always, identified by the use of words such as "appear", "seek", "anticipate", "plan", "continue", "estimate", "approximate", "expect", "may", "will", "project", "predict", "potential", "targeting", "intend", "could", "might", "should", "believe", "would" and similar expressions.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature, they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to several factors and risks. These include, but are not limited to, the risks associated with the marijuana industry in general such as operational risks in

growing; competition; incorrect assessment of the value and potential benefits of various transactions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines, and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events, or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement. The Canadian Securities Exchange Inc. has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved of the contents of this press release.