



For Immediate Release

WEEKEND UNLIMITED EXPANDS TO OKLAHOMA, ITS SECOND STATE IN AS MANY MONTHS

COMPANY ENTERS NEW MARKET TO INTRODUCE AND GROW ITS BRANDED PRODUCTS PORTFOLIO WITH THE ADDITION OF AN EDIBLE LINE

Vancouver, BC (September 17th, 2019) - Weekend Unlimited Inc. ("Weekend" or the "Company") (CSE: POT - FSE: 00S1 - OTCQB: WKULF) a lifestyle cannabis company, is pleased to announce its branded products will be launched in Oklahoma, building on the Company's existing presence in Washington.

Highlights:

- Weekend to launch its branded product line in Oklahoma
- WKND edibles will be added to the branded product portfolio
- Partnership alliance with Ruby Mae's, an Oklahoma leader, will accelerate market entry and reach

As previously indicated, the Company's strategy is to build on progress and learnings in Washington State – translating that model to new and upcoming states so that the Company's branded products gain traction and build momentum with consumers. Retail interest related to the Company's branded products provided the opportunity for an accelerated entry into Oklahoma. The initial offering in Oklahoma begins with the launch of a newly created WKND THC edibles branded product line, in conjunction with the existing flower based branded products that are on the market in Washington State.

"Oklahoma is a thriving market with tremendous margins and we assessed it as the ideal next step to grow both revenues and our offerings with the addition of edibles as a key component within the Company's branded products portfolio." said Chris Backus, President and CEO of Weekend. "Applying our best practices model from the Washington state launch, the stage is set for Oklahoma to be a powerhouse in creating shareholder value. It is important to note that we have also put in place an exceptional sales team with specific knowledge of product design and demand in this market."

Weekend has forged a brand alliance and executed a licensing agreement with Ruby Mae's in Oklahoma - a leader in premium cannabis-infused edibles - delivering the highest quality edibles



on the market. The brand alliance will see Weekend launching an edibles line and Ruby Mae's launching a flower line, while leveraging expertise along with sales and distribution channels.

"We are thrilled to advance our business plan so quickly after launching in Washington. There is a lot of momentum behind the scenes as our team explores and negotiates entries into new markets on one hand, and expands our branded product offerings on the other," added Mr. Backus. "The Company is taking a long-term approach to sustainable market growth, building brand affinity in multiple markets and growing state by state through the establishment of rock-solid brand alliances like the one we have structured with Ruby Mae's in Oklahoma."

For further information, please contact:

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About Weekend Unlimited Inc.

Weekend Unlimited is a lifestyle-based recreational cannabis company. The Company is developing premium products designed to deliver life's highs, anytime, anywhere. With a presence in both the U.S. and Canada - and a unique entertainment and education division (Weekend Live!), Weekend Unlimited is well-positioned to launch and scale the brands that will define recreational cannabis. Learn more at www.weekendunlimited.com

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