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## Wildflower Brands Enters Hong Kong Luxury Retail Market Through Lane Crawford

VANCOUVER, British Columbia, October 20, 2020:

**Wildflower Brands** Inc. (CSE: [SUN](#), OTC: [WLDFE](#)) (the “Company”) will be selling their full CBD product line at Lane Crawford’s Luxury department stores in Hong Kong. Lane Crawford’s department stores will be the first in Hong Kong to bring CBD into high-end retail stores.

Lane Crawford is a luxury department store in Hong Kong & China, with a full global perspective. They are the Largest luxury department store chain in the Greater China region, as well as one of the largest in the world. Lane Crawford’s Mission is to re-imagine wellness/beauty through innovative brands and marketing in which they have been recognized as in 2015 when they were named Super Retailer of the Year in the Hong Kong Retail Industry Trade Awards.

In addition to the launch, the Wildflower cooling stick was selected to be featured in Lane Crawford’s prestigious, limited edition advent calendar.

“Our expansion into the Asian market couldn’t be better served than partnering with Lane Crawford,” says William MacLean, CEO of Wildflower Brands. “Selling our products in the largest luxury department stores in Asia will accelerate our exposure globally. Hong Kong accounts for 10% of GLOBAL retail luxury sales and Wildflower Brands will be at the center of that.”

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Source : Lane Crawford

## **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.

For more information about Wildflower Brands, visit [wildflowerbrands.co](http://wildflowerbrands.co). To learn, engage and shop our wellness products visit [buywildflower.com](http://buywildflower.com).

## **ABOUT CITY CANNABIS CO.**

City Cannabis is a premier cannabis retailer recently acquired by Wildflower Brands and holds three City of Vancouver licenses to sell cannabis and four licenses in the Province of B.C. City Cannabis has been profitably operating various dispensaries in Vancouver since Vancouver commenced licensing cannabis retailers.

For more information about City Cannabis, visit [citycannabis.co](http://citycannabis.co).

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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 a number of factors and risks. These include, but are not limited to, the risks associated with the cannabis 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.*