Direct sales retailer Peekaboo Beans announces new stock symbol ("BEAN") and sales growth update

Vancouver, British Columbia - November 17, 2016 - Peekaboo Beans Inc. (TSX.V: PBB) ("Peekaboo Beans" or the "Company") trading symbol will change to "BEAN" from "PBB" effective at opening of trading on Thursday, November 17, 2016. There is no change in the Company's name, no change in its CUSIP number and no consolidation of capital.

Peekaboo Beans achieved a daily sales record of $100,000 during its Fall Collection, a 15% increase compared to the comparable season. In addition, Peekaboo Beans recruited 58 new independent sales representatives ("Stylists") in British Columbia and Alberta and in its expansion markets in Central Canada and Maritimes and recruited Stylists in the United States during the first month of fiscal 2017. To date, the Company has over 1,100 Stylists in Canada.

About Peekaboo Beans Inc.

Peekaboo Beans is a direct-sales retailer of high-quality children's apparel. Our award winning brand and apparel promotes the importance of playtime over screen time, through thoughtful designs and custom developed fabrics. Through the direct-sales model, we train women to be entrepreneurs and generate income on their own terms. To date, Peekaboo Beans has paid over $1.5-million in commissions to its independent sales representatives or Stylists and generated $3.5-million in sales during fiscal 2015. www.peekaboobeans.com.

Forward-Looking Information

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

This news release may include forward-looking information that is subject to risks and uncertainties. All statements within, other than statements of historical fact, are to be considered forward-looking, including statements with respect to anticipated use of proceeds from the Unit Financing and completion of additional tranches pursuant to the Unit Financing. Although the Company believes the expectations expressed in such forward-looking information are based on reasonable assumptions, such information is not a guarantee of future performance and actual results or developments may differ materially from those contained in forward-looking information. Factors that could cause actual results to differ materially from those in forward-looking information include market prices, successes of the operations of the Company, continued availability of capital and financing, general economic, market or business conditions and those risks contained in the Company's filing statement dated August 29, 2016, a copy of which is available on SEDAR at www.sedar.com. There can be no assurances that such information will prove accurate and, therefore, readers are advised to rely on their own evaluation of such uncertainties. The Company does not assume any obligation to update any forward-looking information except as required under the applicable securities laws.

For further information, please contact:

Mrs. Traci Costa
CEO and President, Peekaboo Beans Inc.
+ (604) 279-2326
traci@peekaboobeans.com

Investor Relations:
investors.peekaboobeans.com
Ms. Terri-Anne Welyki
1-855-692-3267
ir@peekaboobeans.com

SOURCE PEEKABOO BEANS INC.