



**PRIME MINISTER JUSTIN TRUDEAU AND SOPHIE GRÉGOIRE TRUDEAU  
CHOOSE PEEKABOO BEANS TO OUTFIT THEIR CHILDREN FOR  
CANADA'S 150<sup>TH</sup> BIRTHDAY CELEBRATION**

*NOT FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES OR FOR DISSEMINATION  
IN THE UNITED STATES. ANY FAILURE TO COMPLY WITH THIS RESTRICTION  
MAY CONSTITUTE A VIOLATION OF U.S. SECURITIES LAWS.*

**Vancouver, British Columbia** – July 11, 2017 - Peekaboo Beans Inc. (TSX.V: BEAN; OTCBB: PBBSF) ("**Peekaboo Beans**" or the "**Company**") is honoured to have outfitted the Prime Minister of Canada's children for Canada's 150<sup>th</sup> Birthday.

The Prime Minister's office asked Peekaboo Beans to exclusively design apparel for Prime Minister Justin Trudeau and Sophie Grégoire Trudeau's three children whose ages range from three to nine for Canada Day celebrations. The children were photographed in Peekaboo Beans clothing with Prince Charles, Bono and the Edge from the band U2 during the Canada Day festivities held in Ottawa on July 1<sup>st</sup>, 2017. Please go to the link below for media pictures.

"Peekaboo Beans' over 1,200 Stylists who sell our children's apparel were very excited about this opportunity and it reinforces Peekaboo Beans as a leading brand of Canadian children's apparel", stated Ms. Traci Costa, CEO of Peekaboo. "I sincerely wish to thank Sophie Grégoire Trudeau for her support of Canadian fashion and socially impactful companies like Peekaboo Beans", added Ms. Costa.

Peekaboo Beans expects that sales for the quarter ending June 30, 2017 (unaudited) will result in the Company's strongest third quarter sales in its eleven-year history. The anticipated third quarter growth is a result of the addition of new Stylists and the maturation of existing Stylists as a result of the Company's training initiatives.

Additionally, the Company has increased its Stylist count by 64% to over 1,200 Stylists by the end of the third quarter, compared to the previous year. The Company attributes the increased recruitment of Stylists to the successful "Facebook Live" events that the Company held during recent months and which generated over 30,000 views by existing and potential Stylists. In addition, Peekaboo Beans expects to realize a significant improvement in margin for the quarter ending June 30, 2017, compared to the same period last year.

Moving forward into Q4, Peekaboo Beans is mobilizing its U.S. expansion efforts and is excited to launch its Back-to-School collection in July, which historically generates the highest engagement from Stylists and customers.

The Company is holding its inaugural quarterly conference call on August 30, 2017 to discuss third quarter results and to provide an update on the Company's expansion into the U.S.

Media link: <http://www.peekaboobeans.com/homeSite/MediaKit.aspx>

#### About Peekaboo Beans

Peekaboo Beans Inc. is a direct-sales retailer of high-quality, ethically manufactured children's apparel sold exclusively through its direct-sales representative network or Stylists. Our children apparel is environmental and socially consciously manufactured and promotes the importance of playtime over screen time, through thoughtful designs and custom developed fabrics. Through the direct-sales model, we train parents to be entrepreneurs, build a business and generate income on their own terms.

Peekaboo Beans has 11,016,424 Common Shares and 4,817,187 warrants outstanding as of July 11, 2017.

[www.peekaboobeans.com](http://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 the Company's expansion to the U.S., third quarter financial results, sales figures and recruitment, transition and training of Stylists. 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](http://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:

Peekaboo Beans Inc.

Ms. Traci Costa  
CEO and President  
+ (604) 279-2326  
[traci@peekaboobeans.com](mailto:traci@peekaboobeans.com)

Investor Relations:  
[investors.peekaboobeans.com](http://investors.peekaboobeans.com)  
1-855-692-3267  
[ir@peekaboobeans.com](mailto:ir@peekaboobeans.com)

SOURCE PEEKABOO BEANS INC.