



PEEKABOO BEANS ANNOUNCES LARGEST RECRUITING MONTH TO DATE HEADING INTO THEIR LARGEST SALES QUARTER

Vancouver, British Columbia – Aug 15, 2017 - Peekaboo Beans Inc. (TSX.V: BEAN; OTCBB: PBBSF) ("**Peekaboo Beans**" or the "**Company**") is pleased to announce a Stylist recruiting increase in July 2017 of almost 200% over July 2016. The Company attributes the drastic uptake in recruitment due to the deployment of marketing efforts in key regions across the country as well as the positive engagement of their Canadian Summer Social Tour.

Traci Costa, Peekaboo Beans Founder and CEO states: "I am very excited about the growth of our Independent Stylist network. Our marketing and training initiatives are proving to have positive results and we are seeing our Stylists have more and more success in building their sales teams and growing their independent businesses. We will continue this momentum as we launch Peekaboo Beans into the United States this Fall. 1 in 7 households operates a direct sales business in the United States, which provides us with an exciting opportunity for exponential growth", Ms. Costa states.

The Company is also pleased to announce the addition of a new line of accessories enhancing their pop up shops, increasing customer engagement in addition to average order size. The back to school season historically has been the strongest quarter for the Company and the addition of accessories including backpacks and lunch boxes to the product offering will only support this. The Company continues to improve its margins this quarter and is hyper focused on profitability.

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's 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 5,365,073 warrants outstanding as of Aug 15, 2017. The Company's year-end is September 30th, 2017.

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. 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.

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