



Peekaboo Beans Announces Official Launch in United States of America

Vancouver, British Columbia – September 25, 2017 - Peekaboo Beans Inc. (TSX.V: BEAN; OTCBB: PBBSF) ("**Peekaboo Beans**" or the "**Company**") is pleased to announce it has officially launched the first phase of its business in the United States.

"We are very excited to report that our customer website is fully integrated for U.S. shopping, along with a fully functional US Stylist portal," states Traci Costa, Chief Executive Officer and founder of Peekaboo Beans. "This is a huge milestone achieved by the Company. In addition, our first successful launch tradeshow in Salt Lake City resulted in more than 60 potential Stylist sign ups and hundreds of leads."

Peekaboo Beans has also partnered with **NapTime Creative** to launch a targeted digital media strategy and will be attending the following three tradeshows next month: Baby Show Expo in Clifton, NJ, Ultimate Women's Expo in Chicago, IL, and the Ultimate Women's Expo in Edison, NJ.

Along with continued strategic growth in Canada, the Company has been focused on expansion into the United States through the development of a U.S. independent sales network of Stylists to increase revenue and improve margins. "The direct sales industry in the United States is a 36 billion dollar industry, and 1 in 7 households operates a direct sales business in the United States (*reference source: Direct Selling Association, www.dsa.org*), which provides us with an exciting opportunity and with these initial efforts, we are poised for hypergrowth", Ms. Costa states.

On behalf of the Board of Directors,

Traci Costa
Founder and Chief Executive Officer

About Peekaboo Beans Inc. (www.peekaboobeans.com)

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 environmentally and socially conscious 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.

Forward-Looking Information

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., 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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