PEEKABOO BEANS ANNOUNCES RECRUITMENT UPDATE FOR JANUARY 2018

VANCOUVER, BC – February 5, 2018 Peekaboo Beans Inc. (**"Peekaboo Beans"** or the **"Company"**) (TSXV: BEAN), a direct-sales retailer of children's apparel, is pleased to announce the Company experienced its largest recruiting month ever in its history. Total field (stylists) size in North America is up 25% and the Company is pleased to further announce that US expansion efforts now spans across 34 States.

Traci Costa, President and CEO of Peekaboo Beans states, "We knew a US expansion was a game changer for the Company. We are now seeing concrete results and I'm pleased to report our recent achievements to our shareholders."

About Peekaboo Beans Inc.

Peekaboo Beans is a high-quality, ethically manufactured children's apparel brand sold exclusively through its direct-sales network of stylists or independent sales representatives. In line with its mission, Peekaboo Beans develops custom fabrics and designs its apparel to promote play in children's lives. Through the direct-sales model, Peekaboo Beans trains women to be entrepreneurs, build a business and generate income on their own terms. Peekaboo Beans has 14,488,701 common shares outstanding and is a Canadian public company with a majority female Board of Directors.

On behalf of the Board of Directors,
Peekaboo Beans Inc.

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Forward-Looking Information

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