PEEKABOO BEANS ANNOUNCES GRANT OF STOCK OPTIONS

VANCOUVER, BC – February 7, 2018 Peekaboo Beans Inc. (**"Peekaboo Beans"** or the **"Company"**) (TSXV: BEAN), announces that it has granted stock options to acquire up to 200,000 common shares of the Company, all of which were granted to certain directors and officers of the Company. Each of the stock options is exercisable for a ten year term expiring on February 7, 2028 and exercisable until that time at a price of $0.80 per common share. On February 6, 2018, the last day that the Company's common shares traded prior to the granting of the stock options, the closing price of the common shares on the TSX Venture Exchange was $0.80 per share. The options are subject to vesting provisions, 25% vesting on the date of grant and an additional 25% to vest every year thereafter. The stock options, and any common shares issued upon exercise of the stock options, are subject to a four month resale restriction expiring June 8, 2018.

About Peekaboo Beans Inc.

Peekaboo Beans is a Canadian public company with a majority female Board of Directors producing high-quality, ethically manufactured children's apparel. Peekaboo Beans is 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.

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

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