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Wildflower Announces Application for a Management Cease Trade Order

VANCOUVER, British Columbia, October 29, 2020: Wildflower Brands Inc. (CSE: [SUN](#), OTC: [WLDFE](#)) (the “Company”) announces that it will be unable to file its annual financial statements and management’s discussion and analysis for the year ended June 30, 2020, together with the related certifications (collectively, the “Disclosure Documents”) on or before the prescribed filing deadline of October 28, 2019 as required by National Instrument 51-102, *Continuous Disclosure Obligations*, and NI 52-109, *Certification of Disclosure in Issuers’ Annual and Interim Filings*, respectively. The Company has filed an application with the British Columbia Securities Commission requesting that they issue a management cease trade order against the Company’s Chief Executive Officer, Chief Financial Officer and Chief Development Officer instead of a cease trade order against the Company and all its security holders.

The reason for the default is a significant increase in the Company’s operations. As a result, it is taking longer than anticipated for both the Company’s internal accounting team and the auditing team to complete the audit. The Company’s revenue in 2019 was \$7.0M, whereas in 2020, the first nine months has grown to \$17.1M.

The Company is working with its auditors to complete the audit of its financial statement for the year ended June 30, 2020 and anticipates that it will be in a position to file its annual financial statements and managements’ discussion and analysis, together with the related certifications, before November 15, 2020. The Company confirms that it will comply with the alternative information guidelines included in National Policy 12-203, *Management Cease Trade Orders*, for so long as it remains in default of a specified requirement.

Management will host a conference call for shareholders on Monday November 2nd, 2020 at 10:00 am PST to discuss details about the MCTO, answer any questions regarding the MCTO, and give a brief overview of the company’s operations and strategies.

Call in information: 1-867-292-3030, dial in code: 9306371

ABOUT WILDFLOWER BRANDS INC.

Wildflower Brands is a Vancouver-based company developing and designing brands that focus on plant-based health and wellness products. All of our brands work in synergy, toward becoming a global wellness leader.

On Behalf of the Board of Directors

"William MacLean"

William MacLean
Director and CEO

The Canadian Securities Exchange Inc. has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved of the contents of this press release.