



MJardin Group Completes its First Shipment of Recreational Cannabis to the Province of Alberta

TORONTO, March 29, 2021 (GLOBE NEWSWIRE) -- **MJardin Group, Inc. (CSE: MJAR) (the “Company” or “MJardin”)**, a leader in premium cannabis production, today announced that it has made its first shipment of recreational cannabis to the province of Alberta.

The initial shipment includes Flint & Embers Hyperion, MJardin's unique take on the GSC x Conspiracy Kush cultivar, Flint & Embers Orion, MJardin's unique take on the Whiteberry cultivar, BLLRDR Afghani Bullrider and BLLRDR Wedding Cake.

Alberta has been able to transition to the legal cannabis market at an accelerated rate. With nearly half the legal cannabis stores in the country, Alberta has captured the second-highest sales of legal cannabis in Canada (Statistics Canada, 2021), overtaking British Columbia, and second only to Ontario.

Alberta hosts the largest proportion of experienced cannabis users, shifting customer expectation towards mature product propositions, forcing cannabis brands to get on board with broader trends in consumer-packaged goods (CPG). Certain trends, along with strategic innovation and portfolio optimization, have helped brands stand out in this evolving province.

MJardin's agile customer-centric strategy has built the framework for success in Alberta. The Company's Canadian consumer-facing brand, Flint & Embers, and partner brand BLLRDR, launch into Alberta with two distinct brand offerings. The strategy allows The Company freedom and flexibility to flesh out each individual brand resulting in a greater ability to define unique target audiences, develop new products that incorporate features and benefits that reflect customer needs, and fulfil the brands deeper purpose and vision. With unique brand offerings, MJardin's customer focused strategy continues to broaden their demographic reach across Canada.

“We are delighted that our cannabis brands will now be available to consumers in the province of Alberta – Canada's second largest recreational cannabis market,” stated MJardin Group CEO, Pat Witcher. “Across Canada we are seeing customers migrate from the black market to the legal market, and as competitors come into the market, we continue to re-evaluate our offering to ensure we are exceeding industry expectations.”

About MJardin Group

MJardin Groups' mission is to set the standard for successful ownership of assets in the cannabis industry. Our founders spent a decade refining cultivation methodology, collecting and implementing data driven standards and designing state-of-the-art facilities. Today, MJardin Group owns multiple operations in Canada, supplying the market with premium products. We are committed to our Canadian First Nation joint ventures and all our strategic partnerships across the cannabis supply chain. MJardin Group is publicly listed on the CSE (MJAR) and headquartered in Toronto, Ontario and Denver, Colorado.

The CSE has not in any way passed upon the merits of and has neither approved nor disapproved the contents of this news release.

This news release does not constitute an offer to sell or a solicitation of an offer to sell any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”) or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

Forward-Looking Information

This press release contains “forward-looking information” within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute “forward-looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as, may, ‘will’, ‘should’, ‘could’, ‘would’, ‘expects’, ‘intends’, ‘plans’, ‘anticipates’, ‘believes’, ‘estimates’, ‘projects’, ‘predicts’, ‘potential’, ‘outlook’ or ‘continue’ or the negative of those forms or other comparable terms. Statements about, among other things, future developments in the business and operations of MJardin Group, contain forward-looking information. These statements should not be read as guarantees of future performance or results. The Company's forward-looking information and forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information and forward-looking statements, including but not limited to: our ability to identify and pursue growth, financing and other strategic objectives, and the regulatory and economic environments in the jurisdictions we operate or intend to operate or invest in. Reference should also be made to the risks and uncertainties which are discussed in greater detail in the “Risk Factors”

section of the Company's Annual Management's Discussion and Analysis filed on SEDAR and as described from time to time in documents filed by the Company with Canadian securities regulatory authorities. Readers are cautioned that the foregoing list of factors is not exhaustive. Although such statements are based on management's reasonable assumptions at the date such statements are made, there can be no assurance that any proposed transactions will occur or that such forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such forward-looking information and forward-looking statements. Accordingly, readers should not place undue reliance on the forward-looking information and forward-looking statements. No assurances are given as to the future trading price or trading volumes of MJardin Group's shares, nor as to the Company's financial performance in future financial periods. The Company does not intend to update any of these factors or to publicly announce the result of any revisions to any of the Company's forward-looking information and forward-looking statements contained herein, whether as a result of new information, any future event or otherwise. Except as otherwise indicated, this press release speaks as of the date hereof. The distribution of this press release does not imply that there has been no change in the affairs of the Company after the date hereof or create any duty or commitment to update or supplement any information provided in this press release or otherwise. MJardin Group assumes no responsibility to update or revise forward-looking information and forward-looking statements to reflect new events or circumstances unless required by applicable law.

Caution Regarding Cannabis Operations in the United States

Investors should note that there are significant legal restrictions and regulations that govern the cannabis industry in the United States. Cannabis remains a Schedule I drug under the US Controlled Substances Act, making it illegal under federal law in the United States to, among other things, cultivate, distribute or possess cannabis in the United States. Financial transactions involving proceeds generated by, or intended to promote, cannabis-related business activities in the United States may form the basis for prosecution under applicable US federal money laundering legislation.

While the approach to enforcement of such laws by the federal government in the United States has trended toward non-enforcement against individuals and businesses that comply with medical or adult-use cannabis programs in states where such programs are legal, strict compliance with state laws with respect to cannabis will neither absolve the Company of liability under US federal law, nor will it provide a defense to any federal proceeding which may be brought against the Company. The enforcement of federal laws in the United States is a significant risk to the business of the Company and any proceedings brought against the Company thereunder may adversely affect the Company's operations and financial performance.

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