



Choom™ Announces Retail Dispensary Concept Design

VANCOUVER, Jan. 24, 2018 /CNW/ - Choom™ (CSE: CHOO; OTCQB: CHOOF) is pleased to announce its retail dispensary strategy with our new concept retail store design. Choom™ aims to be a market leader in the reaching the Canadian cannabis consumer. Choom intends to develop a chain of branded retail cannabis dispensaries in jurisdictions in Canada where the private distribution of recreational cannabis is legalized.

Chris Bogart, President & CEO, states, "As the Canadian market approaches a new cannabis recreation marketplace, meeting consumer perception and choice with social credibility will be key."

Choom™ is a brand created exclusively for the recreational market, core to our values is cultivating a great experience for the consumer and part of this strategy is retail distribution. Retail identity and branding will become our competitive edge, so we hired the design team responsible for some of the most recognized retail environments in Canada to bring the Choom vibe to life.

"We wanted to create a retail experience for Choom™ that measured up to stores in any industry. We wanted to be able to translate the brand into a welcoming physical and operational environment. Immersive store design will be critical to retail success in an industry destined for explosive growth" states, Juli Hodgson, President Hodgson Design Associates.

To view the Choom concept store please click on the link attached: [**www.choom.ca/retail**](http://www.choom.ca/retail)

SAY HELLO TO CHOOM™

Choom™ was created for and inspired by the Choom Gang; a group of buddies in Honolulu during the 1970's who loved to smoke weed—or as the locals called it, "**Choom**". Now, after four decades, **Choom™** is bringing the spirit of Hawaii to the Okanagan and Canada. We're planting our flag in the rapidly growing legal cannabis industry in Canada with our own brand of high-grade handcrafted herb.

HODGSON DESIGN ASSOCIATES (HDA)

HDA is a full- service interior design firm dedicated to the seamless integration of living and dining areas and optimum alliance of indoor and outdoor spaces. HDA has been proud to work on retail and restaurant projects for notable brands such as Joey's, Aritizia and Blue Ruby. HDA is a Two-time Winner of Western Living Magazine's Designer of the Year Award.

"Chris Bogart"
President & CEO

Cautionary Statement:

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Forward-looking information

This news release contains forward-looking information relating to the Company's proposed activities and other statements that are not historical facts. Forward-looking information relates to management's future outlook and anticipated events or results, and include statements or information regarding the future plans or prospects of the Company. Although management of the Company has attempted to identify important factors that could cause actual results to differ.

SOURCE Choom Holdings Inc.

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