



## Choom's Ontario Expansion Continues with its First Toronto Location

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Vancouver, BC – June 25, 2020 – Choom™ (CSE: CHOO; OTCQB: CHOOF), who has secured an extensive national retail footprint, continues to build momentum after the successful opening of its latest flagship location in Vancouver, with plans to replicate its success in Toronto. The opening of Choom's Liberty Village location is now well underway with its 'Retail Store Authorization' in progress and store concept and design finalized.

Choom has strategically chosen the young, creative, and bustling neighborhood of Liberty Village, next to the downtown core of Toronto. The village has seen expansive growth in recent years and is known for its mix of elevated retail, commercial and residential buildings, which creates the perfect setting for those that want to work and live in the same area. Liberty Village's demographic is reflective of the consumer Choom draws and is investing in. Choom is conveniently located at #3, 61 Hanna Avenue, Toronto, ON.

"Our strategic vision has been to open brand propelling locations that fit the work/play lifestyle of our clients" Corey Gillon, CEO states, "Our Vancouver opening earlier this year has given us confidence in this direction. We've been working on the next iteration of the brand for the last 6 months and are excited to unveil Choom 2.0 for the first time in Ontario. This is complementary to our original vision of our store in Niagara Falls".

Choom's Liberty Village location is a keystone addition to the brand's continued expansion in the Ontario market with secured locations in Kitchener, Hamilton, and Ottawa. Choom operates across 3 provinces (British Columbia, Alberta, and Ontario) with 18 stores and its e-commerce site.

### **About Choom™:**

Choom™ is a fast-expanding retail cannabis company that has established one of the largest store networks in Canada. The Choom brand is inspired by Hawaii's "Choom Gang"—a group of buddies in Honolulu during the 1970's who loved to smoke weed—or as the locals called it, "Choom". Evoking the spirit of the original Choom Gang, our brand caters to the Canadian market with the ethos of 'cultivating good times'. Choom™ is focused on delivering an elevated customer experience through our curated retail environments, offering a diversity of brands for Canadians across a national retail network.

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**Forward-looking information**

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