



Right Season Announces New Investment

June 9, 2023 – Vancouver, British Columbia – Right Season Investments Corp. (TSXV: LITT) (“**Right Season**” or the “**Company**”) is pleased to announce that it has made a capital investment in bettermoo(d) Food Corporation (“**bettermoo(d)**”), a Canadian Securities Exchange-listed innovative dairy alternative food and beverage company that has a mission to disrupt and revolutionize the dairy alternatives market in North America.

The Company purchased 214,592 units of bettermoo(d) (each, a “**bettermoo(d) Unit**”) at a price of \$2.33 per bettermoo(d) Unit by way of a private placement for an aggregate purchase price of \$500,000.00. Each bettermoo(d) Unit is composed of one common share of bettermoo(d) and one-half-of-one common share purchase warrant (each whole common share purchase warrant, a “**Warrant**”). Each Warrant entitles the Company to purchase an additional common share (each, a “**Warrant Share**”) of bettermoo(d) at a price of \$3.50 per Warrant Share for a period of thirty-six (36) months from their date of issue.

bettermoo(d) is an innovative dairy alternative food and beverage company based in Vancouver, British Columbia Canada, that is currently set to launch its oat-based dairy alternative beverage, Moodrink™, in the later part of Summer 2023. The launch of Moodrink™ is poised to set a new standard in plant-based nutrition, as the oat-based beverage delivers an array of benefits that in many cases surpass milk, as well as many competitors’ dairy alternatives, and yet emulate the great taste of traditional milk from the Alps regions of Switzerland, France and Austria.

In addition to its much anticipated Moodrink™ launch, bettermoo(d) is also conducting food research and development programs with the goal of rolling out a full line of dairy alternative products, including Moogurt (plant-based yogurt) and Buetter (plant-based butter), as well as many other products, that are “*better for YOU and better for the planet*”.

About Right Season Investments Corp.

Right Season Investments Corp. is a Canadian Venture Capital, Investment and Advisory Firm that strives to actively drive innovation and accelerate growth for its shareholders. Right Season invests capital into private and public companies that offer excellent growth opportunities.

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Cautionary Statement

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accept responsibility for the adequacy or accuracy of this release.