Right Season Commends bettermoo(d) for Moodrink™'s Feature in Promotional Banners by Leading Canadian Retailers

October 1, 2024 – Vancouver, British Columbia – Right Season Investments Corp. (TSXV: **LITT**), ("**Right Season**" or the "**Company**") commends bettermoo(d) Food Corporation for the successful feature of its flagship product, Moodrink™, in promotional banners and flyers of prominent Canadian retailers. The feature of Moodrink™ in back-to-school promotions by divisions of two of Canada's largest retail groups marks a noteworthy achievement for bettermoo(d). This period is recognized as a high-traffic time for retailers, driven by increased consumer demand. As a result, the product's inclusion has the potential to significantly boost brand visibility and expand its retail presence, particularly among Canadians who may not have been introduced to Moodrink™ before.

"*We are very pleased to see bettermoo(d) participating in such promotional campaigns with major Canadian retailers. This exposure provides an excellent opportunity for the brand to increase its visibility among shoppers, many of whom may be discovering Moodrink™ for the first time. We are confident that bettermoo(d) will continue to build on this momentum, and we look forward to seeing even more achievements as the company progresses,*" said Tyler Lewis, CEO of Right Season.

In addition, the Company reports that due to current market conditions, it has decided not to proceed with the non-brokered private placement announced on July 26, 2024.

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 and Forward-Looking Statements

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.

This news release contains "forward-looking information" within the meaning of applicable securities laws including with regards to the expansion of distribution for bettermoo(d) products. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Readers are cautioned not to place undue reliance on forward-looking information. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, *performance and developments to differ materially from those contemplated by these statements depending on, among other things, that the Company's plans and prospects will vary from those stated in this news release and that the Company may not be able to carry out its business plans as expected. Except as required by law, the Company expressly disclaims any obligation and does not intend to update any forward-looking statements or forward-looking information in this news release. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Accordingly, readers should not place undue reliance on forward-looking information. The statements in this news release are made as of the date of this release.*