



Lift & Co. Announces the "Lift & Co. Retail Tradeshow," a B2B Event Series Produced in a Multi-Year Partnership With the Cannabis Council of Canada

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- Lift & Co.'s new B2B event series, supported by the cannabis industry's producer association, connects retailers, producers and ancillary businesses -
- Inaugural one-day event takes place in Calgary, Alberta, on November 22nd at the BMO Calgary Stampede Park –

TORONTO, Oct. 10, 2018 /CNW/ - Lift & Co. Corp. (TSXV: LIFT) ("Lift & Co." or the "Company") and the Cannabis Council of Canada ("C3") today are pleased to announce a strategic multi-year partnership to create the Lift & Co. Retail Tradeshow (the "Retail Tradeshow"), a new cannabis industry initiative for retailers, suppliers, and licensed producers. The first Retail Tradeshow happens in Calgary, Alberta, on November 22nd, 2018 at the BMO Calgary Stampede Park, and will be supported by local partner, the Alberta Cannabis Collective (the "ABCC"). The Retail Tradeshow is an invite-only event, operated by Lift & Co., for cannabis retailers and industry stakeholders. The Retail Tradeshow is an outgrowth of Lift & Co.'s years of experience hosting Canada's largest cannabis events, as well as insights from their digital platform, combined with C3's national network of leading licensed producers.

"Our platform strategy is to foster connections to address industry gaps between producers and retailers. The Lift & Co. Retail Tradeshow is the latest example of this strategy in action, specifically by leveraging our expertise in events," said Matei Olaru, CEO, Lift & Co. "We're happy to be recognized by C3 for our established leadership in the industry and look forward to bringing this series across Canada with their support."

"As the national association for licensed producers under Bill C-45 and the ACMPR, which represents over 85 per cent of current legal cultivation in Canada, we are thrilled to be working with Lift & Co. to create a forum for retailers and their staff to learn the brand stories around each individual strain they will be selling," said Allan Rewak, Executive Director, C3. "The Lift & Co. Retail Tradeshow will give both retailers and licensed producers a distinct competitive advantage when it comes to creating the best experience for consumers."

"We are excited to be partnering with Lift & Co. and C3 to host the inaugural Retail Tradeshow," said Mack Andrews, Vice-Chair, the Alberta Cannabis Collective. "The ABCC is an organization focused on creating a framework that continuously sets the standard of excellence for cannabis retail; we strongly believe that the relationships built and knowledge gained at this event will be integral to the success of Alberta retailers. Ultimately, this event will help retailers decide what products to stock, learn new ways to improve the customer experience, and overall give them the tools to better educate consumers."

Retail Tradeshow exhibitors are existing and prospective cannabis retailers, producers and ancillary stakeholders in specific regions, identified and mobilized in partnership with C3. As part of the multi-

year engagement, C3 will promote the Retail Tradeshow and assist its development in exchange for discounted services for its members. As part of the Retail Tradeshow offering, Lift & Co. will aggregate cannabis brand and product information, provide data-based product insights to assist with stocking and partnership decisions, and showcase its retailer content platform, the Cannabis Concierge, as well as the Lift & Co. Cannabis Retail Training Certification.

More information is available at retail.lift.co/tradeshow.

About Lift & Co.

Lift & Co. (TSXV: LIFT) is a platform that helps Canadians explore, understand, and make better-informed decisions around cannabis, through superior information and data. Lift & Co. operates a comprehensive product-comparison resource of federally regulated cannabis products; provides customized marketing solutions and data-backed insights into consumer and product trends; and connects businesses and consumers through its digital platform, and at its leading events, the Lift & Co. Expos and the Canadian Cannabis Awards. The Lift & Co. Cannabis Retail Training Certification, developed in an exclusive partnership with MADD Canada, is available to both government and private clients. Learn more at lift.co.

Forward-looking statements

Neither 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.

Although the Company has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be as anticipated, estimated or intended.

There can be no assurance that such forward-looking statements will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. The Company disclaims any intention or obligation to update or revise such information, except as required by applicable law, and the Company does not assume any liability for disclosure relating to any other company mentioned herein.

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