Lift & Co. begins to expand into the United States through partnership with Enlighten

Strategic partnership with Enlighten will bring Lift & Co. access to US retailers and product data in 2020

TORONTO, Dec. 05, 2019 -- Lift & Co. Corp. ("Lift & Co." or the "Company") (TSXV: LIFT) (OTCQB: LFCOF) is pleased to announce a partnership with Enlighten, a leading technology provider in the cannabis industry, that will expedite the development of Lift & Co.'s US product listings site, slated for launch in early 2020. The licensing partnership agreement is for a minimum of 24 months from November 25, 2019.

This partnership will allow Lift & Co. to leverage years of product and data insights aggregated by Enlighten, enabling the development of a market-leading, comprehensive marketplace of legal US cannabis products on the Lift.co platform.

"With this partnership, we are strategically poised to replicate the success of our Canadian platform for the legal cannabis market in the United States," said Matei Olaru, CEO of Lift & Co. "We are excited to work with a technology- and education-first organization like Enlighten in the development of our cannabis review site for US consumers."

According to its Chief Information Officer, Jeff Such, "Enlighten has closely followed Lift & Co.'s ascension to the forefront of the Canadian cannabis industry, engaging consumers with expertly crafted content while providing brands and operators with invaluable data-driven insights. We are thrilled to partner with such a respected platform as they enter the US market."

This announcement comes on the heels of the launch of ***Cohesion***, Lift & Co.'s consumer insights platform which draws from the millions of cannabis consumer and budtender data points accumulated through verified strain reviews, purchase receipts and brand research, and *Cohesion Consumer Segments – powered by Nielsen*, an industry-first cannabis consumer profiling and segmentation tool. The presence of US cannabis products will drive US user traffic to Lift.co and position the Company to launch US versions of its lift.co and CannSell platforms with direct marketing in over 1,000 retail locations. The footprint enables Lift & Co. to engage US consumers and budtenders and in turn offer insights on the US market through the Cohesion platform.

This summer, Lift & Co. made its first announcement for market expansion into the United States through a partnership with Marijuana Business Daily to collaborate on US and Canadian cannabis conferences. Representatives from Lift & Co. will be available at MJBizCon Las Vegas this December 11-13.

About Lift & Co.
Lift & Co. (TSXV: LIFT) (OTCQB: LFCOF) is a publicly traded technology company modernizing the cannabis industry.

About Enlighten:
Enlighten is a leading technology provider in the cannabis industry, bringing cutting edge retail technology and media solutions to more than 1,200 customers across the U.S. and Canada. One of the longest-tenured and most well-funded companies within cannabis, Enlighten's multi-faceted ecosystem touches tens of millions of consumers. With its education-forward approach, Enlighten helps partners grow their brands and build relationships with customers through a variety of solutions that reach the largest possible cannabis-focused audiences as the company serves more than two billion ad impressions per year.

For more information about Enlighten please visit getenlightened.io

Forward Looking Statements
This news release and each of the documents referred to herein contains "forward-looking information" within the meaning of applicable Canadian and United States securities legislation.

All statements, other than statements of historical fact, included herein are forward-looking information. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "is expected", "expects", "scheduled", "intends", "contemplates", "anticipates", "believes", "proposes" or variations (including negative and grammatical variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Such statements are based on the current expectations of management and are based on assumptions and subject to risks and uncertainties. Although management believes that the assumptions underlying these statements are reasonable, they may prove to be incorrect. The forward-looking events and circumstances discussed in this press release may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting the Company.

Although Lift & Co. Corp 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, and subject to change after such date. 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.

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

SOURCE Lift & Co. Corp.

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