Plantify Foods Announces New Local Retailer

Vancouver, British Columbia – The Newswire – February 29, 2024 - Plantify Foods, Inc. **(TSXV: PTFY)** ("**Plantify Foods**" or the "**Company**"), a Clean Label food company dedicated to providing consumers with nutritious and delicious food options, is pleased to announce a new local retailer Stopmarket, expanding Plantify's footprint within its local market of Israel.

"The Company continues to secure new retail partners within its local market.", **said Suzette Ramcharan, CEO of Plantify Foods.** "While we push sales and marketing efforts in new and larger markets such as Europe and the United States, we are pleased to see growth within our local market, further solidifying our Clean Label brand. We are pleased with the growth we continue to see within our local market, a small country in size, but one that carries a lot of demand for our high-quality, healthy, and forward-thinking products."

Plantify Foods is pleased to partner with Stopmarket, producing Clean Label Salads, Soups and Stews for this growing grocery chain in Israel, which currently has 11 branch locations throughout the country. Stopmarket was founded in 2000, and the chain's specialization is its positioning, and operating all year-round including Saturdays and holidays.

About Stopmarket

Stopmarket began its journey in 2000. The stores pay close attention to creating a high-end look and feel, which support the consciousness of service, and offers a very wide mix of food products, giving special emphasis to fresh departments as well as a wine department. The chain currently operates 11 supermarkets throughout the country.

Visit their website for more information and to see branch locations. – www.stopmarket.co.il

About Plantify Foods

Plantify Foods is committed to providing consumers with nutritious, Clean Label food options while pioneering innovation in the food and beverage industry. The Company has a simple mission: to ensure that everyone has access to high quality food alternatives that are clean and healthy, are nutritious and tasty, use whole natural ingredients, and are easy to prepare.

Plantify Foods, through its wholly owned Israeli subsidiary, currently sells its diverse range of products in Israel, and is actively expanding its footprint across Europe and North America. With its new manufacturing facility, the Company can increase production and continue to create new Clean Label food products to meet the growing demand of health-conscious consumers from all walks of life.

If you have any questions or need more information, feel free to contact the Company directly.

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Forward Looking Statements:

This news release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, included herein are forward-looking information. In particular, this news release contains forward-looking information regarding but not limited to the Company's business objectives, and the Company's ability to continue to secure financing opportunities and continue its operations. There can be no assurance that such forward-looking information will prove to be accurate, and actual results and future events could differ materially from those anticipated in such forward-looking information. This forward-looking information reflects Plantify's current beliefs and is based on information currently available to Plantify and on assumptions it believes are reasonable. These assumptions include but are not limited to the Company's ability to implement its business plan. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of Plantify to be materially different from those expressed or implied by such forward-looking information. Such risks and other factors may include, but are not limited to: general business, economic, competitive, political and social uncertainties; general capital market conditions and market prices for securities; delay or failure to receive regulatory approvals; the actual results of future operations; competition; changes in legislation, including environmental legislation, affecting Plantify; the timing and availability of external financing on acceptable terms; and loss of key individuals. A description of additional risk factors that may cause actual results to differ materially from forward-looking information can be found in Plantify's disclosure documents on the SEDAR+ website at www.sedarplus.ca. Readers are further cautioned not to place undue reliance on forward-looking information as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. The forward-looking information contained in this news release represents the expectations of Plantify as of the date of this news release and, accordingly, is subject to change after such date. Plantify expressly disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as expressly required by applicable securities law.