

CANADA'S PREMIER CANNABIS RESOURCE, COMMENCES TRADING ON THE TSX VENTURE EXCHANGE

Lift & Co.'s (**LIFT.V**) common shares are set to commence trading following the opening of the market today under the new ticker symbol LIFT on the TSX Venture Exchange.

"Going public represents new opportunities for Lift & Co. to accelerate the realization of our strategic goals. As of today, we are exactly one month from the legalization of recreational cannabis and we couldn't be more excited to enter that market as today's leader in cannabis information, events, and market insights for this incredible industry," said Matei Olaru, chief executive office, Lift & Co. "We believe that the next wave of investment opportunities in cannabis are emerging in the form of ancillary businesses, like Lift & Co., coming to market to enable the industry's producers and retailers to better reach consumers and understand market trends. Today's listing represents rocket fuel for our goal of quick, aggressive and methodical expansion of our platform into the recreational cannabis market."

Lift & Co. has grown from a simple blog started in 2014 supporting Canada's medical cannabis program to become an industry-leading platform connecting Canadian cannabis businesses and legal consumers through a variety of touch points, including product discovery, events, retailer education and market insights powered by its reviews, loyalty and user data.

Lift.co attracts more than one million annual users and functions like a Trip Advisor for cannabis, generating over 70,000 reviews of legal cannabis products. Lift & Co. Expos are Canada's largest consumer cannabis trade shows -- the most recent Lift & Co. Expo in Toronto, 2018, welcomed 20,000 visitors. Lift & Co. cannabis retailer training certification, developed in an exclusive partnership with MADD Canada, has been adopted by public and private retailers, including the Nova Scotia Liquor Corp., the Prince Edward Island Cannabis Management Corp. and Delta 9 Cannabis Inc.

Lift & Co.'s TSX-V listing follows the completion of the company's qualifying transaction as defined under the policies of the TSX-V.

About Lift & Co.

Lift & Co. is a platform that helps Canadians explore, understand and make better-informed decisions around cannabis through superior information and data. Lift & Co. operates Canada's most comprehensive product-comparison resource of federally legal 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.