



CSE: CHOO
OTCQB: CHOOF

Choom™ Announces Cannabis Delivery Partner

Vancouver, BC – September 27, 2018 – Choom™ (CSE: CHOO) (OTCQB: CHOOF) (“Choom”) an emerging, fully integrated cannabis company, is pleased to announce it has executed an agreement for cannabis distribution with ParcelPal Technology Inc. (“ParcelPal”) (CSE: PKG) (FSE: PTO) (OTC: PTNYF).

ParcelPal is a technology driven logistics company that connects consumers with local retailers to get their products delivered quickly and affordably. ParcelPal offers on-demand delivery of merchandise from leading retailers, restaurants, liquor stores and soon medical and recreational marijuana in major cities Canada-wide. Their technology handles the complete requirements of hyperlocal logistics by bringing the merchants and customers onto a single platform.

President and CEO Chris Bogart from Choom states, “We recognize the importance of utilizing the existing technology of ParcelPal’s mobile app in concert with their outstanding track record of home delivery execution. We believe this will provide an exceptional customer experience and we are excited to offer this to our valued customers upon the upcoming rollout of our retail strategy.”

The initiative will consist of:

1. **Distribution:** ParcelPal and Choom will jointly develop the optimal roadmap for distribution of both mail order and same day delivery within various provinces for adult use cannabis.
2. **Accessibility:** Using Choom’s and ParcelPal’s platform to enhance user experience and accessibility to products offered.
3. **Compliance:** ParcelPal and Choom will ensure that all products will be delivered within the parameters established by all regulating bodies in Canada

President and CEO Kelly Abbott from ParcelPal states, “We are extremely pleased and excited to have this opportunity with Choom for national cannabis distribution.” Abbott continued “We are redefining the world of delivery by offering a socially responsible technology solution for the cannabis industry. Choom will be able to more effectively reach new customers, engage current customers, and have the competitive advantage of instant delivery.”



SAY HELLO TO CHOOM™

The Choom brand is inspired by Hawaii's "Choom Gang" - a group of buddies in Honolulu during the 1970's who loved to smoke weed—or as the locals called it, choom. Evoking the spirit of the original Choom Gang, our brand is synonymous with cultivating good times with good friends. We are focused on delivering an elevated customer experience through our curated retail environments, high-grade handcrafted cannabis supply, and a diversity of brands for the Canadian recreational consumer.

“Chris Bogart”
President & CEO

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Forward-looking information

This news release contains forward-looking information relating to the Company's proposed activities and other statements that are not historical facts. Forward-looking information relates to management's future outlook and anticipated events or results, and include statements or information regarding the future plans or prospects of the Company. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. These factors include risks and uncertainties associated with the results of diligence investigations, developments in the cannabis sector, delays resulting from or inability to obtain required regulatory approvals and ability to access sufficient capital from internal and external sources, reliance on key personnel, regulatory risks and delays and other risks and uncertainties discussed in the management discussion and analysis section of the Company's interim and most recent annual financial statement or other reports and filings, including the Company's Listing Statement, made with the applicable Canadian securities regulators. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward looking information.