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Wildflower Opens First New York CBD Retail Store

VANCOUVER, British Columbia, January 3, 2019: Wildflower Brands Inc. (CSE: SUN) (the “Company”) is excited to announce the opening of its first *Wildflower by Bridges General* store in Lower Manhattan at 770 Broadway.

This retail location is in a high occupancy office tower housing Facebook’s NYC office, as well as other established digital media companies including: Huffington Post, Yahoo, AOL, and Tumblr. Wildflower will be serving some of the most innovative minds in technology, media and retail from this location.

Through our partnership with Retail Worx, *Wildflower by Bridges General* stores will have exclusive product offerings in addition to the full lineup of existing Wildflower Wellness CBD+ products. Wildflower aims to develop and support CBD knowledge in New York and our own branded stores will be a place to learn about incorporating CBD into a natural-plant based regime for total mind and body wellness. The stores will be a great complement to our existing online and retail presence throughout the US.

William MacLean, CEO of Wildflower says, “This is just the beginning of an amazing and mutually beneficial partnership with Retail Worx and is the first of our expansion into the important and influential New York market.”

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ABOUT WILDFLOWER BRANDS

Wildflower Brands is a company headquartered in Vancouver building reputable brands and quality products that incorporate the synergistic effects of plants and their extracts.

On Behalf of the Board of Directors

“William MacLean”

William MacLean
Director and CEO

Cautionary and Forward-Looking Statements

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. Forward-looking statements and information are often, but not always, identified by the use of words such as "appear", "seek", "anticipate", "plan", "continue", "estimate", "approximate", "expect", "may", "will", "project", "predict", "potential", "targeting", "intend", "could", "might", "should", "believe", "would" and similar expressions.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the risks associated with the marijuana industry in general such as operational risks in growing; competition; incorrect assessment of the value and potential benefits of various transactions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

The Canadian Securities Exchange Inc. has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved of the contents of this press release.