

NEWS RELEASE

This press release is issued pursuant to National Instrument 62-104 – *Take-Over Bids and Issuer Bids* and National Instrument 62-103 – *The Early Warning System and Related Take-Over Bid and Insider Reporting Issues*.

Vancouver, B.C. – October 1, 2021 – Brayden Sutton (“Sutton”), Thomas Joshua Taylor (“Taylor”) and Marc Lustig (“Lustig”) (collectively the “Acquirors”), announce that, immediately following the completion of the Transaction (as defined below), each Acquiror’s deemed beneficial ownership of common shares of The BC Bud Corporation. (formerly, Entheos Capital Corp.) (the “Company”) exceeded 10% on an undiluted and partially-diluted basis.

The transaction giving rise to this press release was the completion of a share exchange transaction (the “Transaction”) that resulted in a reverse takeover of the Company by the securityholders of The BC Bud Holdings Corp. (“BCBC”) on September 29, 2021.

Prior to the completion of the Transaction, each Acquiror held the following securities of the Company:

- a) Sutton, an individual with an address in Vancouver, British Columbia, held indirectly 1,713,333 common shares, representing 11.74% of the issued and outstanding common shares;
- b) Taylor, an individual residing in Vancouver, British Columbia, held directly 245,000 common shares, representing 11.74% of the issued and outstanding common shares;
- c) Lustig, an individual residing in Vancouver, British Columbia, held directly and indirectly 950,000 common shares, representing 5.11% of the issued and outstanding common shares.

Immediately following the completion of the Transaction, each Acquiror had ownership or control over the following securities of the Company:

- a) Sutton, through Sutton Ventures Ltd., a corporation controlled by Sutton, had ownership or control over (i) 12,413,333 common shares, including 10,500,000 common shares which the Company issued to Sutton Ventures Ltd. in exchange for certain common shares in the capital of BCBC pursuant to the Transaction and 200,000 common shares which the Company issued to Sutton Ventures on conversion of subscription receipts issued in connection with the Transaction, representing approximately 27.68% of the issued and outstanding common shares on an undiluted basis, and (ii) 200,000 warrants also issued on the conversion of subscription receipts and 85,000 options, which assuming full exercise of the options and warrants, represented approximately 28.14% of the issued and outstanding shares on a partially diluted basis;
- b) Taylor and TJT Ventures Ltd., a corporation controlled by Taylor, had ownership or control over (i) 10,745,000 common shares, including 10,500,000 common shares which the Company issued to TJT Ventures Ltd. in exchange for certain common shares in the capital of BCBC pursuant to the Transaction, representing approximately 23.96% of the issued and outstanding common shares on an undiluted basis, and (ii) 120,000 warrants, which assuming full exercise of the warrants, represented approximately 24.16% of the issued and outstanding common shares on a partially diluted basis; and

- c) Lustig and L5 Capital Inc., a corporation controlled by Lustig, had ownership or control over (i) 6,200,000 common shares, including 5,250,000 common shares which the Company issued to L5 Capital Inc. in exchange for certain common shares in the capital of BCBC pursuant to the Transaction, representing approximately 13.83% of the issued and outstanding common shares on an undiluted basis, and (ii) 200,000 warrants, which assuming full exercise of the warrants, represented approximately 14.21% of the issued and outstanding common shares on a partially diluted basis.

The securities held by each of the Acquirors are being held for investment purposes and all of the common shares held by the Acquirors are held subject to an escrow time-based release schedule, as will be more particularly described in the early warning report. In the future, each Acquirors may evaluate its investment in the Company from time to time and may, depending on various factors including, without limitation, the Company's financial position, the price levels of the common shares, conditions in the securities markets and general economic and industry conditions, the Company's business or financial condition, and other factors and conditions that each Reporter may deem appropriate, increase, decrease or change its ownership over the securities of the Company.

An early warning report pursuant to the requirements of applicable securities laws has been issued by each of the Acquirors and will be posted to SEDAR at www.sedar.com and available on request at the number below.

For further information, including a copy of the early warning report required under applicable Canadian securities laws to be filed by each of the Acquirors as a result of the Transaction referred to in this press release, please contact Shauna Hartman at 604.683.7361.