

# The BC Bud Co Engages Digital Marketing Provider

VANCOUVER, BC, *April 21, 2023* – The BC Bud Corporation (CSE: BCBC) (OTCQB: BCBCF) (“The BC Bud Co” or the “Company”), a house of high-quality cannabis brands based out of British Columbia, Canada, is pleased to announce that it has engaged First Phase Media Inc. (acting as “VHLA Media”) of Vancouver, BC, to provide content creation, and digital and video marketing services for a 2-month period, in consideration of USD \$30,000 one-time payment with the fees to be allocated to media spending and management fees. As of the date hereof, to the company's knowledge, VHLA Media (including its directors and officers) does not own any securities of the company.

## About The BC Bud Co

The BC Bud Co is a house of brands created by industry professionals who are passionate about the user experience. We take the heritage of BC Bud seriously.

## Investor Relations

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## Disclaimer

### *Forward-Looking Statements*

Certain statements included in this press release constitute forward-looking information or statements (collectively, "forward-looking statements"), including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This press release contains forward looking statements. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors.

Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Factors that could cause the actual results to differ materially from those in forward-looking statements include failure to obtain regulatory approval, the continued availability of capital and financing, and general economic, market or business conditions, including the effects of COVID-19. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. These statements should not be read as guarantees of future performance or results. Such statements involve known

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