

Red Light Holland Announces the Red Light Holland "Give-You-A-Job" Contest

Toronto, Ontario--(Newsfile Corp. - February 1, 2021) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTC: TRUFF) ("**Red Light Holland**" or the "**Company**"), an Ontario-based corporation engaged in the production, growth and sale of a premium brand of magic truffles to the legal, recreational market within the Netherlands, is pleased to announce that on Monday, February 8th the Company will launch the Red Light Holland "Give-You-A-Job" contest.

"We are the People's Company and we are grateful to our supporters," said Todd Shapiro, CEO and Director of Red Light Holland. "Now that we have over \$20 million¹ in the bank, we have a dedicated budget committed to building our team. The Logo-Redesign contest was a huge success, so we thought, instead of posting on the same old job search sites, which, in my opinion, can never highlight 'passion' and 'love' of what one wants to do - why not offer positions to our supporters and believers - you know, the #RedLightArmy. We are confident there are highly skilled individuals within this loyal and passionate group who will be amazing additions to our phenomenal team. We are excited about the potential to work with people who are talented, proud, fearless, disruptive and have a romance with the knowledge and belief in the future of psychedelics."

Russell Peters, Red Light Holland's Chief Creative Officer added: "Times are tough right now in the workforce, and we love the idea of being able to give back to those who give back so much to us. We can't wait to work closely with you, our family - and you can be from anywhere in the world to enter! However there will be lots of competition so we look forward to reviewing your best pitches on social media, which connects all of us, as to why Red Light Holland should Give-You-A-Job. Don't forget to have fun with it too."

The Red Light Holland "Give-You-A-Job" contest will be hiring to fill the following positions: (1) Authentic Content Creator(s); (2) Creative Marketing Director; (3) Social Media Specialist; and (4) Brilliant Motion Graphics Designer/Video Editor. The Company will announce the rules and regulations for the "Give-You-A-Job" Contest on February 8th, 2021 at 8:30am on the Company's www.iMicrodose.ca website, where it is expected that participants will be encouraged to go to social media to make their best pitch as to why they want to work for Red Light Holland and to try to fill the positions that will be offered, including the aforementioned roles. Further details will also be released on multiple social media channels including CCO Russell Peters (5 million plus followers) and Clothing Brand Ambassador Khloë (5 million plus follower) once made available.

About Red Light Holland Corp.

The Company is an Ontario-based corporation positioning itself to engage in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws.

For additional information on the Company:

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Forward-Looking Statements

Neither the Canadian Securities Exchange (the "CSE") nor its Market Regulator (as that term is defined

in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of Red Light Holland's control.

Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein include, but are not limited to, information on the timing and other details of Red Light Holland's Give-You-A-Job contest, including the specifics of the Company's intended hiring process and the details with respect to the positions the Company intends to hire. The forward-looking events and circumstances discussed in this release may not occur and could differ materially as a result of known and unknown risk factors and uncertainties affecting the Company, including risks regarding the COVID-19 pandemic, market conditions, economic factors, the management's decision to not proceed in holding the contest and hiring for the positions outlined in this release, Khloe and Russell Peters deciding not to participate in the contest on the terms outlined in this release, and management's inability ability to manage and to operate the business and the equity markets generally. In particular, there is no guarantee that the Red Light Holland Give-You-A-Job Contest will proceed or winners will be awarded to future jobs with the Company, or if it does proceed it will reflect the understanding of the parties as of the date of this release. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended.

Although each of Red Light Holland believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and the Company assumes no obligation to update forward-looking statements, whether as a result of new information, future events or otherwise.

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¹ This is an unaudited figure.



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