

Red Light Holland Appoints New Chief Marketing Officer

Ridley Doolittle has been appointed as Chief Marketing Officer of Red Light Holland

Toronto, Ontario--(Newsfile Corp. - April 7, 2022) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTC Pink: 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, is pleased to announce Ridley Doolittle will become Red Light Holland's Chief Marketing Officer ("CMO") effective immediately. Mr. Doolittle, formerly a Senior Brand Innovation Officer at Bacardi, previously joined Red Light Holland's strong team of advisors, including the Chairman of the Advisory Board Bruce Linton, back in September 2021. Ridley brings a proven track record in driving accelerated growth for industry-leading brands. His extensive experience in growing consumer loved brands will further advance Red Light Holland's growth strategy and expand Red Light Holland's presence across our key focus markets.

"As Red Light Holland continues to grow their psychedelic products and brands in the Netherlands and other consumer packaged goods such as Happy Caps Mushroom Home Grow Kits in North America, a full time Chief Marketing Officer was a natural progression," said Bruce Linton, Red Light Holland's Chair of the Advisory Board. "CEO Todd Shapiro is one of the best brand strategists and marketers I've ever worked with but time management is key for him as Red Light Holland continues to rapidly grow. We are excited for Ridley Doolittle to join us in a full-time senior position."

"I'm honored to have the opportunity to join the team at Red Light Holland in a larger capacity, and contribute to what I believe is an industry leading approach to the business," added Ridley Doolittle, incoming Red Light Holland CMO. "Continuing to drive strong profitable brand growth across all of our business units will be a core focus for everything we do and I look forward to bringing my expertise to the Management team and working closely with all of them including CEO Todd Shapiro."

"This is another significant day for Red Light Holland and all of our shareholders," said Todd Shapiro, CEO and Director of Red Light Holland. "Ridley Doolittle will immediately help us with several important marketing initiatives focused at increasing sales while growing exposure for our unique brands. I'm really looking forward to working even closer with Ridley, who is completely aligned with Red Light Holland's Rec and Tech approach, products, brands, mission and vision of equitable and affordable access with the goal of creating positive experiences."

About Red Light Holland

The Company is an Ontario-based corporation engaged 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.

For additional information on the Company:

Todd Shapiro
Chief Executive Officer & Director
Tel: 647-643-TRIP (8747)
Email: todd@redlight.co
Website: <https://redlight.co>

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of

this release.

Forward-Looking Statements

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 the Company's control. Often, but not always, forward-looking statements and information can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, or their respective subsidiaries to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information contained in this news release. Examples of such information include statements with respect to: the appointment of Ridley Doolittle as it relates to the expected growth initiatives including increasing revenue growth and potential future marketing campaigns.

Risks, uncertainties and other factors involved with forward-looking information could cause actual events, results, performance, prospects and opportunities to differ materially from those expressed or implied by such forward-looking information, expectations regarding future growth and expansion of the operations of the business; regulatory and licensing risks; changes in general economic, business and political conditions, including changes in the financial and stock markets; risks related to infectious diseases, including the impacts of the COVID-19 pandemic; legal and regulatory risks inherent in the psychedelics industry, including the global regulatory landscape and enforcement related to psychedelics; political risks and risks relating to regulatory change; risks relating to anti-money laundering laws; compliance with extensive government regulation and the interpretation of various laws regulations and policies; public opinion and perception of the psychedelics industry; and such other risks contained in the public filings of the Company filed with Canadian securities regulators and available under the Company's profile on SEDAR at www.sedar.com, including the Company's annual information form for the year ended March 31, 2020.

Although the Company 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, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws

The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws.



RED LIGHT HOLLAND

To view the source version of this press release, please visit
<https://www.newsfilecorp.com/release/119607>