

# Red Light Holland to Head Sponsor Psy-Fi Festival in The Netherlands from September 14-18, 2022, One Of The Largest Psy-Trance Festivals In Europe

- *Red Light Holland will be the exclusive provider of natural Psilocybin products at the festival estimated to host approximately 15,000 people*
- *Red Light Holland will proudly sell their iMicrodose and Maka products and feature their technology Wisdom VR and Wisdom Truffle at Psy-Fi*
- *Red Light Holland will provide educational workshops to promote the responsible use of Psychedelics*

Toronto, Ontario--(Newsfile Corp. - July 13, 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 its sponsorship of Psy-Fi festival, one of the largest international festivals in the Netherlands which attracts thousands of visitors each year. Psy-Fi offers a large variety of music, arts, and space for personal growth.

As a lead sponsor, Red Light Holland will be the exclusive provider of Psilocybin Truffles for the festival, including featuring the Company's iMicrodose and Maka Brands. As part of the offerings to the festival, Red Light Holland will deploy its suite of technology products including the VR experience, Wisdom, which explains how Psychedelics influence the brain (<https://store.steampowered.com/app/1561720/Wisdom/>). Red Light Holland will also showcase their innovative meditation device, designed by world famous structural designer Karim Rashid, The Wisdom Truffle ([www.WisdomTruffle.com](http://www.WisdomTruffle.com)). Red Light Holland will further provide preparation and integration workshops to promote the responsible use of Psychedelics. These efforts will be led by Jeff Hamburg, Red Light Holland's therapist and expert psychedelic guide and Sarah Hashkes Red Light Holland's Chief Innovation and Technology Officer. The Psy-Fi festival will take place in The Netherlands, September 14th-18th, 2022.

"This is a huge opportunity for us to connect to a worldwide audience that shares the same values of increasing legal access to naturally occurring Psilocybin. We are thrilled to collaborate with such a well-known and respected festival that is known for its safety-first practices as well as its care about the environment," said Todd Shapiro, CEO, and Director of Red Light Holland. "We're excited to show the world our Rec & Tech approach with our branded psilocybin products, technology devices and our educational and responsible use messaging aiming to bring people a lot of joy and connection."

"Psy-Fi 'Guardians of the Gala' is set up to be one of the bigger Psy-Trance festivals in Europe. Our team is very pleased to be able to be such a big part of a beautiful and fun festival," said Hans Derix, Red Light Holland's President and Dutch Native. "We will be displaying and selling our Maka and iMicrodose products via our wholly owned company SR-Wholesale to thousands of people affordably and responsibly. And our intention is to have a big Brand presence. You should come down to our amazing country in September and check it out," added Derix.

To learn more about the festival or purchase tickets go to: <https://www.psy-fi.nl/>.

## **Red Light Holland releases Data on Psychedelic Concert**

Red Light Holland releases a report with data analysis around the success of the Company's Psychedelic concert event on April 16th, 2022. During this event participants chose to consume between

1 to 8 grams of Red Light Holland's premium Psilocybin truffles after an intake discussion with therapist and expert psychedelic guide Jeff Hamburg. After the event participants were sent a survey and the facilitators were interviewed for the report. A small number of participants replied, but with positive results.

- 91.7% of the attendees in the survey reported they would be interested in attending another event, 75% reported they enjoyed the music more than usual
- 41.7% reported they felt connected to the group in a meaningful way
- 33.3% reported lasting benefits beyond the event itself

The long-term benefits included the release of negative emotions and a lasting "Uplifted mood". Some participants also gained insight that helped them in their personal or professional life. No significant negative effects were reported or observed.

The report with detailed statistical analysis conducted by statistician Yoav Blonder, has been sent to Oregon Health Authority representatives and members of the Washington Psilocybin service workgroup, as well as other government officials around the world Red Light Holland is connected with, to help promote regulations and best practices for group psilocybin services.

While there is no statistical significance due to the small sample size Red Light Holland sees the potential of these events in increasing affordable and equitable accessibility, especially for newcomers to the psychedelic community, as newcomers might be more interested in trying psychedelics in a safe environment supervised by experts.

The Company can not make medical claims regarding the use of psilocybin.

To read the full report: <https://redlight.co/wp-content/uploads/2022/07/Psychedelic-Concert-Report.pdf>.

## **About Red Light Holland**

Red Light Holland 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.

### **For additional information on the Company:**

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### **Forward-Looking Statements**

This news release contains "forward-looking statements" within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking statements.

*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, statements regarding: the details of the planned psy-fi festival September 14-18, 2022; the ability to sell Maka and iMicrodose products at the Psy-Fi Festival;*

*comments with respect to the data discovered assisting Red Light if and when the final regulations in Oregon are approved; details with respect to Measure 109; Red Light's plans to conduct further research in the Netherlands, statements regarding Red Light's involvement in Psy-fi festival; the intended outcomes and effects of Measure 109; statements regarding the implementation of Measure 109 by the Oregon Health Authority; details regarding the sponsorship organized by Red Light Holland including the ability to be the lead supplier of Red Light products at Psy-Fi Festival; Red Light's expectations of obtaining the consent of concert-goers and participants to collect and analyze data on best practices on using psychedelics and the company's products; Red Light's plans to be the exclusive provider of Psilocybin Truffles for the festival and the company's ability to deploy its suite of technology products including the VR experience, Wisdom and the company's meditation device, The Wisdom Truffle; Red Light Holland; Red Light Holland premium psilocybin truffles being available for concert goers at the event; that sponsoring the event will enable Red Light to advocate for a program that helps a wide range of Oregonians; that the data provided from the past group microdosing event will illustrate a working model to help the Oregon Psilocybin Advisory Board and the Oregon Health Authority to refine psilocybin regulations as well as help form the Washington's Psilocybin Wellness Workgroup; the belief that the report on microdosing services can benefit people or the inability for the report to represent medical claims; the company can not make medical claims; that the report and small sample size of the data will influence Oregon, Washington State Authorities to help with regulations; that the report is a small sample size and therefore is just a small sample of participants and not used for the purposes of medical advice.*

*Forward-looking information in this news release are based on certain assumptions and expected future events, namely: Red Light's ability to carry the sponsorship and be the exclusive provider of Psilocybin Truffles for the festival; Red Light Holland setting up and deploying its suite of technology products including the VR experience, Wisdom and their innovative meditation device, The Wisdom Truffle. Red Light Holland will further provide preparation and integration workshops to promote the responsible use of Psychedelics discussed in this news release, or at all; the ability of the past group microdosing event and the subsequent report to yield the expected information to assist Red Light with legalization efforts described in this newrelease, or at all; the report will not affect the Measure 109 being implemented; Red Light Holland's ability to continue as a going concern; the continued commercial viability and growth in popularity of psilocybin products; continued approval of Red Light Holland by the relevant governmental and/or regulatory authorities; the continued growth of Red Light Holland; details regarding the event organized by Psy-Fi Festival organizers, including the live performances; Red Light's continued expectations of obtaining the consent of facilitators, concert organizers and participants including concert goers to provide psilocybin truffles; Red Light Holland premium products of psilocybin truffles being available for concert-goers at the event; that the report on the group microdosing event will illustrate a working model to help the Oregon Psilocybin Advisory Board and the Oregon Health Authority to refine psilocybin regulations as well as help form the Washington's Psilocybin Wellness Workgroup; the inability of the report to be received, read by, or acknowledged by Oregon Authorities, Washington State Authorities and other Government agencies and officials around the world.*

*These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements, including but not limited to: the potential inability of Red Light to carry the sponsorship of Psy-Fi festival on the terms and timelines described in this news release; the potential inability of Red Light Holland to continue as a going concern; the risks associated with the psychedelics industry in general; increased competition in the recreational and medical psilocybin markets; the potential future unviability of the psychedelics industry; public opinion and perception of the psychedelics industry; incorrect assessment of the value and potential benefits of expansion plans and various transactions; risks associated with potential governmental and/or regulatory action with respect to the psychedelics industry; changes in general economic, business and political*

*conditions, including changes in the financial and stock markets; and risks related to infectious diseases, including the impacts of the COVID-19 pandemic; the event not proceeding as detailed and no longer organized by Psy-Fi festival organizers, including the cancellation of all the performances at the festival and/or the planned and concurrently ability to offer of the company's products during the event Sept 14-18 2022; the risk that Covid-19 could result in the canceling of the Psy-Fi festival, Red Light's inability to sell products and promote best practices on usage of the company's products; Red Light's inability to sell products and promote best practices on usage of the company's products at the Psy-Fi festival; Red Light Holland premium iMicrodose and Maka psilocybin truffles being unavailable for concert goers; that the report on the group microdosing event will not illustrate a working model to help the Oregon Psilocybin Advisory Board and the Oregon Health Authority to refine psilocybin regulations as well as not helping form the Washington's Psilocybin Wellness Workgroup; the belief that the statistics provided on the microdosing event can become integrated into people's daily life not come into fruition; the report does not represent a medical diagnosis; the report represents a very small sample size and does not represent any statistical significance.*

*Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated.*

*Forward-looking statements contained in this news release are expressly qualified by this cautionary statement and reflect Red Light Holland's expectations as of the date hereof and are subject to change thereafter. Red Light Holland undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.*



**RED LIGHT HOLLAND**

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