

Red Light Holland and Mistercap Launch Custom Mistercap Apparel at www.mistercap.com, and at the Wiz Khalifa 'High School Reunion' Tour in Toronto

Toronto, Ontario--(Newsfile Corp. - July 25, 2023) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTCQB: TRUFF) ("**Red Light Holland**" or the "**Company**"), an Ontario-based corporation engaged in the production, growth and sale of functional (e.g. shiitake, lion's mane) mushroom home grow kits worldwide, and a premium brand of magic truffles to the legal, recreational market within the Netherlands, is pleased to announced its partnership with Mistercap, LLC is officially launching today, July 25, 2023 as www.mistercap.com is now live for global consumers and tomorrow, concertgoers in Toronto, Ontario, Canada can purchase MISTERCAP's merchandise at Wiz Khalifa's 'High School Reunion' Concert at Budweiser stage.



www.mistercap.com

To view an enhanced version of this graphic, please visit:
https://images.newsfilecorp.com/files/2017/174768_picture1.jpg

The partnership created by Red Light Holland and Mistercap, LLC for the mushrooms and wellness brand called MISTERCAP, will build on the Summer 2023 launch with a functional mushroom home grow kit, allowing customers to grow their own legal, non-psychedelic mushrooms in the comfort of their own homes, expected to be sold late August 2023 across North America and in October 2023 in Europe.

MISTERCAP will receive marketing advisory services from the multi-platinum-selling, GRAMMY® and

Golden Globe® Award-nominated recording artist Wiz Khalifa.

The MISTERCAP brand, in conjunction with Red Light Holland, is also committed to creating educational and responsible use messaging in relation to the use of any products made available by the brand. Red Light Holland and Mistercap, LLC will share further details on the MISTERCAP products, team, and vision in the weeks to come. MISTERCAP products will be intended to help promote a healthy lifestyle. No MISTERCAP products are intended to treat or cure any medical conditions and are in no event a substitute for professional medical care. No statements made by Red Light Holland, Mistercap, LLC or Wiz Khalifa have been evaluated by the United States Food and Drug Administration or any other similar body of another jurisdiction, and are in no event a substitute for professional medical care. Red Light Holland, Mistercap, LLC and Wiz Khalifa encourage all consumers to speak with their doctors and professional medical advisors for any solutions that may be appropriate for each individual.

About MISTERCAP

MISTERCAP is a mushroom wellness brand founded in 2022 to create innovative functional mushroom wellness products and is affiliated with multi-platinum-selling, GRAMMY® and Golden Globe® Award-nominated recording artist Wiz Khalifa, who provides marketing advisory services to the company. More information will be made available in the coming weeks on MISTERCAP.COM and INSTAGRAM.COM/MISTERCAP.

About Red Light Holland

The Company is an Ontario-based corporation that specializes in the mushroom industry, and specifically home grow kits for functional natural mushrooms, while 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, recreational market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws.

For additional information:

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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 its 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 plans and goals of the Company and MISTERCAP, including the launch of the MISTERCAP website and associated merchandise; future product offerings of the Company under the MISTERCAP brand; the timelines and markets associated with launching products under the MISTERCAP brand; the future marketing and advertising campaigns of the Company, MISTERCAP and Wiz Khalifa; the focus of the Company and MISTERCAP brand; the Company and MISTERCAP creating educational and responsible use messaging for their products; the Company and Mistercap, LLC providing further details on the MISTERCAP products, team, and vision in the weeks to come; and the anticipated benefits and terms of the Company's partnerships with Mistercap, LLC.

Forward-looking information in this news release are based on certain assumptions and expected future events, namely: continued approval of the Company's activities by the relevant governmental and/or regulatory authorities; the continued growth of the Company; the Company meeting their anticipated timeline and process for growth, sales, production and commercialization; the Company's products being safe and providing their anticipated benefits; the Company and MISTERCAP fulfilling their future plans and goals, including the launch of the MISTERCAP website and associated merchandise; the MISTERCAP brand and future product offerings of the Company under the MISTERCAP brand succeeding; the Company launching products under the MISTERCAP brand upon the timelines and in the markets disclosed herein; the Company, MISTERCAP and Wiz Khalifa launching future marketing and advertising campaigns; additional jurisdictions permitting sales of the MISTERCAP brand products in the future; and future changes in legislation; current and future regulations not impacting the Company's ability to fulfil its plans and goals, including the ability to sell the Company's products in newmarkets; the Company and MISTERCAP will create educational and responsible use messaging for their products; the Company and Mistercap, LLC providing further details on the MISTERCAP products, team, and vision in the weeks to come; and the Company and Mistercap, LLC's partnership having its anticipated benefits on the Company.

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, expansion, production, sales and commercialization 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 industry, including the global regulatory landscape and enforcement related to the Company's products; 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 industry; risk that the Company's products will be unsafe for personal consumption and/or not provide their anticipated benefits; risk that there may not be continued demand for the Company's products and/or demand will plateau; risk that the Company and MISTERCAP may be unable to fulfill their future plans and goals, including the launch of the MISTERCAP website and associated merchandise; risk that the MISTERCAP brand and/or the product offered under the brand will be unsuccessful and/or will not sell; risk that the Company will be unable to offer products under the MISTERCAP brand; risks that the Company will be unable to meet the timelines and/or sell in the markets outlined herein; risks surrounding future marketing and advertising campaigns of the Company, MISTERCAP and Wiz Khalifa; risks surrounding additional jurisdictions not permitting sales of the brand's products in the future; risk of future changes to regulations surrounding the brand's products and/or to the Company's business which may hinder the ability of the Company to attain its goals and/or pursue its plans and/or sell its products in additional markets; risks that the Company and MISTERCAP will not create educational and responsible use

messaging for their products; risk that the Company and Mistercap LLC will not provide further details on the MISTERCAP products, team, and vision in the weeks to come; risks that the Company's partnerships with Mistercap, LLC will not have its anticipated benefits; 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.

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.

To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/174768>