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ISOCANMED INC. LAUNCHES NEW LINES OF PREMIUM ADULT-USE RECREATIONAL CANNABIS PRODUCTS UNDER ICM AIR™ AND ICM TERRE™ BRANDS

Toronto – October 5, 2020 (CNW) - Canada House Wellness Group (CSE: CHV) (“**Canada House**” or the “**Company**”), a fully integrated medical cannabis company, is pleased to announce the launch of its ICM Air™ and ICM Terre™ brands - a comprehensive suite of adult-use recreational cannabis products by its wholly owned subsidiary, IsoCanMed Inc. (“**ICM**”), in Quebec. The suite of products has been launched in collaboration with Canada House’s other wholly owned Licensed Producer, Abba Medix Corp. (“**Abba**”).

ICM Air™ and ICM Terre™ products are packaged and distributed by Abba, which has a 22,000 square feet indoor production and packaging facility in Pickering, Ontario. The Quebec home-grown dried cannabis products are cultivated by IsoCanMed Inc., a Licensed Producer in Louiseville, Quebec growing cannabis in its 64,000 sq. ft. indoor production facility employing state-of-the-art vertical, aeroponic production methodologies.

“When we developed ICM AIR™, it was based on our own philosophy which is surpassing oneself and synonymous with vectors of change. Like the air, which brings to anyone a touch of freshness, ICM AIR™ stands out both in its unique method of production (aeroponic) and by its constant innovative pursuit of excellence.” said Nathalie Delisle, V-P, Quality Systems and Regulatory Affairs at IsoCanMed Inc. “The brand ICM Terre™ is based on a philosophy of collaboration and mutual aid between Quebec licensed producers.”

ICM’s products will be available to Quebec consumers under its ICM Terre™ and ICM Air™ brands. Please refer to the Company’s press release of June 11, 2020 for details of the agreement between Canada

House, ICM, and the Société québécoise du cannabis for a potential annual supply of 3,000 kg of cannabis product.

“I want to congratulate the team at ICM for this very important achievement. We have enhanced our operations at ICM in anticipation of this news and are extremely excited to launch our ICM Air™ and ICM Terre™ products into the Quebec market this calendar year,” said Erik Bertacchini, President of ICM. “We know consumers want to enjoy new experiences with the confidence that what they buy will meet the highest levels of safety and quality that they deserve. We look forward to bringing these brands to our customers to enjoy responsibly.”

About Canada House Wellness Group Inc.

Canada House Wellness Group Inc. is the parent company of Abba Medix Corp., a Licensed Producer in Pickering, Ontario that produces medical grade cannabis; IsoCanMed Inc., a Licensed Producer in Louiseville, Québec growing indoor cannabis, in its 64,000 sq. ft. production facility employing state-of-the-art vertical, aeroponic production methodologies; Canada House Clinics Inc., with clinics across the country that work directly with primary care teams to provide specialized cannabinoid therapy services to patients suffering from simple and complex medical conditions; and Knalysis Technologies, a provider of fully customizable, cloud-based software that links physician, provider, and patient to data that supports treatment with medical cannabis.

Canada House Wellness Group’s goal is to become the leading cultivator of premium craft cannabis and provider of cannabinoid therapy, targeting the medical cannabis markets globally. Please visit www.canadahouse.ca or the Company’s public filings at www.sedar.com.

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Cautionary Statement Regarding Forward-Looking Information. This press release contains forward-looking statements, including statements that relate to, among other things, the Company’s clinic, production and technology businesses, its future plans, the Company’s markets, objectives, goals, strategies, intentions, beliefs, expectations and estimates, and can generally be identified by the use of words such as “may”, “will”, “could”, “should”, “would”, “likely”, “possible”, “expect”, “intend”, “estimate”, “anticipate”, “believe”, “plan”, “objective” and “continue” (or the negative thereof) and words and expressions of similar import. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, such statements involve risks and uncertainties, and undue reliance should not be placed on such statements. Certain material factors or assumptions are applied in making forward-looking statements, and actual results may differ materially from those expressed or implied in such statements. Material assumptions used to develop forward-looking information in this news release include, among other things, the regulations related to cannabis use under the Access to

Cannabis for Medical Purposes Regulations and the act respecting cannabis and to amend the Controlled Drugs and Substances Act, the Criminal Code and other Acts, passed by the Canadian Federal government, making cannabis and cannabis based edibles, vapes and oils legal for recreational use on October 17, 2018 and October 17, 2019; Company liquidity and capital resources, including the availability of additional capital resources to fund its activities; level of competition; the ability to adapt products and services to the changing market; the ability to attract and retain key executives; and the ability to execute strategic plans. Additional information about material factors that could cause actual results to differ materially from expectations and about material factors or assumptions applied in making forward-looking statements may be found in the Company's most recent annual and interim Management's Discussion and Analysis under "Risk and Uncertainties" as well as in other public disclosure documents filed with Canadian securities regulatory authorities. The Company does not undertake any obligation to update publicly or to revise any of the forward-looking statements contained in this document, whether as a result of new information, future events or otherwise, except as required by law.

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