



Planet 13 Teams-up with Boxing Legend Mike Tyson, Announcing Exclusive Nevada Launch of Tyson Ranch

Las Vegas, Nevada – March 14, 2019 – Planet 13 Holdings Inc. (CSE: PLTH) (OTCQB: PLNHF) (“Planet 13” or the “Company”), a leading vertically-integrated Nevada cannabis company, announced today that it has signed a Purchase Agreement (the “Agreement”) with Mike Tyson’s cannabis venture, Tyson Ranch (“TR”), to be the exclusive launch partner of Tyson Ranch products in Nevada. The Agreement also includes marketing appearances by ‘Iron Mike’ at the Planet 13 Cannabis Entertainment Complex (the “SuperStore”). Tyson Ranch products will be available on Superstore shelves on April 13th with Mike Tyson attending the launch, offering autographs, pictures, and raffling memorabilia and prizes for Planet 13 customers.



“With thousands of consumers and cannabis aficionados from all over the world coming through our doors every single day the Planet 13 Cannabis Entertainment Complex offers brand companies a unique venue to launch their brands and rapidly build a national and global reputation. We are honored that Mr. Tyson has chosen the Planet 13 SuperStore for the Nevada launch of Tyson Ranch and appreciate the opportunity to be the exclusive launch partner for this widely anticipated brand, in Nevada,” said Bob Groesbeck, Co-CEO of Planet 13. “With our Phase II expansion underway, we expect the SuperStore’s national and global reputation to continue to accelerate making Planet 13 the perfect place to build a nationwide brand.”

Tyson Ranch consists of a team with over 100+ years of industry experience with deep love, respect and appreciation for the plant. Tyson Ranch focuses on quality and exotic genetics to ensure quality and

premium cannabis products. All Tyson Ranch products are indoor cultivated, hand trimmed, and 100% pesticide free.

Mike Tyson, the founder of Tyson Ranch, added. "Tyson Ranch is all about going the extra step to offer truly great cannabis. The Planet 13 Cannabis Entertainment Complex offers customers an ultra-premium cannabis experience that dovetails perfectly with Tyson Ranch's belief that not all cannabis is created equal."

LodeRock Advisors Inc., Planet 13 Investor Relations
jon.ross@loderockadvisors.com
416-283-0178

Robert Groesbeck or Larry Scheffler
Co-Chief Executive Officers
ir@planet13lasvegas.com
416-283-0178

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About Planet 13

Planet 13 (www.planet13holdings.com) is a vertically integrated cannabis company based in Nevada, with award-winning cultivation, production and dispensary operations in Las Vegas - the entertainment capital of the world. Planet 13's mission is to build a recognizable global brand known for world-class dispensary operations and a creator of innovative cannabis products. Planet 13's shares trade on the Canadian Stock Exchange (CSE) under the symbol PLTH and OTCQB under the symbol PLNHF.

About Tyson Ranch

Tyson Ranch is a cannabis company founded by Mike Tyson. Consistency and quality are at the core of our company with the mission to make cannabis universally understood and accessible. Through select partnerships with esteemed growers, Tyson Ranch proudly supports the industries very best, bringing you 'Better Cannabis' in every single package. Our commitment to the plant and passion for exotic genetics ensure that we deliver clean, quality, premium cannabis with every purchase. Learn more at tysonranch.com

Cautionary Note Regarding Forward-Looking Information

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not

statements of historical fact and may be forward-looking statements. In this news release, forward looking statements relate to, among other things, future expansion plans.

These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors, among other things, include: final regulatory and other approvals or consents; fluctuations in general macroeconomic conditions; fluctuations in securities markets; expectations regarding the size of the Nevada cannabis market and changing consumer habits; the ability of the Company to successfully achieve its business objectives; plans for expansion; political and social uncertainties; inability to obtain adequate insurance to cover risks and hazards; and the presence of laws and regulations that may impose restrictions on cultivation, production, distribution and sale of cannabis and cannabis related products in the State of Nevada; and employee relations. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue reliance on the forward-looking statements and information contained in this news release. The Company assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

The Company is indirectly involved in the manufacture, possession, use, sale and distribution of cannabis in the recreational and medicinal cannabis marketplace in the United States through its subsidiary MMDC. Local state laws where MMDC operates permit such activities however, these activities are currently illegal under United States federal law. Additional information regarding this and other risks and uncertainties relating to the Company's business are contained under the heading "Risk Factors" in the Company's annual information form dated October 18, 2018 filed on its issuer profile on SEDAR at www.sedar.com. No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.