



Planet 13 National Launch of Planet M CBD Brand



Las Vegas, Nevada – May 29, 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 launched Planet M, a line of custom formulated and curated full-spectrum and CBD isolate products. Planet M will have CBD tinctures, edibles, topicals and more.

Planet M will initially be sold at select locations throughout the Fashion Show Mall, the 5th highest grossing mall per sq. ft. in America¹. Selected locations in the Fashion Show Mall will promote Planet 13. The Planet 13 Cannabis Entertainment Complex (the “SuperStore”) will be home to a 2,000 sq. ft. flagship store featuring educational and experiential components. The flagship CBD store is a part of Phase II construction and is expected to be open in Q3 2019. Planet M will also soon be available online at <http://www.planetmcbd.com/> for customers across the United States, where regulation allows. Customers who are introduced to Planet M in Las Vegas at the SuperStore will be able to purchase Planet M even after their vacations are over.

“Over the course of 2019, we will begin to take additional steps to leverage the SuperStore’s growing visibility and unique position as a sales platform, to continue expanding our successful brand portfolio both within Nevada and beyond. Along with our Medizin brand of high THC products, Leaf & Vine which is a high CBD to THC line, and now Planet M a 100% CBD line we have products to meet any need,” said Bob Groesbeck Co-CEO of Planet 13. “Planet M line of CBD products will initially be offered at the SuperStore and the Fashion Show Mall. We will look to expand retail locations over the course of the year, focused initially on the Las Vegas strip

¹ https://www.cnbc.com/2018/01/29/americas-10-most-valuable-malls-are-bringing-in-billions-in-sales-heres-where-they-are.html?_source=twitter%7Cmain

where we can drive crossover advertising of the SuperStore and online where we can continue to build our profile across the United States.”

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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.

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.