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SWEET EARTH PROVIDES UPDATE TO ANNUAL GENERAL MEETING MATTERS DUE TO CANADIAN POSTAL STRIKE

Vancouver, British Columbia (December 5, 2024) – Sweet Earth Holdings Corporation (CSE: SE) (FSE: 1KZ1) (OTC Pink: SEHCF) ("**Sweet Earth**" or the "**Company**"), wishes to advise its shareholders, due to the Canada Post mail strike, of alternative ways to vote their shares for the upcoming annual general meeting of shareholders of the Company (the "**Meeting**").

The Meeting will be held in person at the offices of McMillan LLP, 1500 Royal Centre, 1055 West Georgia Street, Vancouver, British Columbia, Canada at 2:00 p.m. (local time) on Friday, December 20, 2024. Copies of the Notice of Meeting and Information Circular and the form of proxy prepared in respect of the Meeting have been mailed to shareholders and are available under Sweet Earth's SEDAR+ profile at www.sedarplus.ca. Shareholders who do not receive these Meeting materials on a timely basis through the normal course of delivery are encouraged to access them via SEDAR+ or contact Chris Cooper at 604-307-8290 or info@sweetearthcbd.com to obtain copies.

Shareholders are not required to be present at the Meeting and can vote their shareholdings in advance of the Meeting. All proxies must be received by Odyssey Trust Company ("**Odyssey**") at least 48 hours (excluding Saturdays, Sundays and holidays) before the Meeting, and may be submitted to Odyssey via fax at 1-800-517-4553 (toll free within Canada and the U.S.) or 416-263-9524 (Internationally) or by hand delivery to Suite 350 – 409 Granville Street, Vancouver, British Columbia, Canada. Registered shareholders may also visit Odyssey's website at <https://odysseytrust.com/ca-en/help/> to obtain a control number to vote online.

Please note that the form of proxy found on SEDAR+ is not personalized and each registered shareholder must ensure its name and address are added before submission and that the proxy is duly signed and dated.

Beneficial holders should contact their brokerage house or depository company directly, as each intermediary has its own form of proxy return instructions.

About Sweet Earth

Sweet Earth is a reporting issuer in the Provinces of British Columbia, Alberta and Ontario with its common shares listed on the CSE. Sweet Earth has been developing hemp and CBD related assets in Canada and the United States and is actively seeking new and different business opportunities.

ON BEHALF OF THE BOARD

"Chris Cooper"

Chris Cooper, CFO and Director

For additional information contact:

Chris Cooper / CFO and Director

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Neither the Canadian Securities Exchange nor its regulation services provider accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Information: This news release includes certain statements that may be deemed "forward-looking statements". The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "would", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this News Release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure documents which can be found under the Company's profile on www.sedarplus.ca.