

West Island to Begin Sales in Quebec

Toronto, Ontario--(Newsfile Corp. - January 17, 2022) - **West Island Brands Inc. (CSE: WIB) (FSE: 39N0) (OTCQB: WIBFF) ("West Island" or the "Company")** is pleased to announce that the Company's subsidiary, RoyalMax Biotechnology Canada Inc. D.B.A. West Island Culture ("West Island") has signed a Letter of Intent (the "LOI") with the Société Québécoise Du Cannabis (the "SQDC"). The SQDC is the sole distributor and retailer of legal cannabis in the province of Quebec. Quebec is the second largest province in Canada.

West Island has been approved for a listing of four new SKU's. Two of the strains approved are sold under the OUEST™ brand premium. The strains are premium cannabis with THC level's approaching 30 percent and terpene levels averaging above 3 percent. Products sold under the OUEST™ brand are high quality premium products.

West Island will also be introducing two strains under the CITOYEN™ label. As the name suggests, this is a flower brand that is accessible to all. It strives to provide consumers with a high-quality product rich in terpenes.

West Island CEO, Boris Ziger states, "We are incredibly pleased to introduce our OUEST™ brand of premium cannabis and our CITOYEN™ brand to our home province of Quebec. As we bring more new products to the province, we hope that we can well serve discerning Quebec consumers with more products from a Quebec based company."

Management continues to aggressively expand the Company's commercial and production footprint to additional Canadian provinces.

About West Island

West Island is a multi-faceted, innovative company in the Quebec cannabis space. Its subsidiary, RoyalMax Biotechnology Canada Inc. is a Dorval, Quebec based Health Canada Licence Holder with standard cultivation licence, standard processing, medical sales and sales licences. The Company continues to work with Yunify Natural Technologies, a Quebec based health and personal care research and innovation company to develop proprietary products for West Island including topicals and ionic mists. Through its acquisition of Trichome Treats, an award winning chocolatier, the Company intends on introducing edibles into the West Island product mix.

For more information on West Island Brands please visit the website at: westislandbrands.com.

On behalf of the Board of Directors

WEST ISLAND BRANDS INC.

Boris Ziger

Boris Ziger, CEO & Chairman

The Company's public filings are available for review at www.sedar.com and www.thecse.com.

For further information, please contact:

Boris Ziger, CEO at:

Telephone: 416-304-9935

E-mail: info@westislandbrands.com

Website: www.westislandbrands.com

Disclaimer for Forward-Looking Information

Certain information in this press release may constitute forward-looking information. This information is based on current expectations that are subject to significant risks and uncertainties that are difficult

to predict. Actual results might differ materially from results suggested in any forward-looking statements. The Corporation assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward looking-statements unless and until required by securities laws applicable to the Corporation. Additional information identifying risks and uncertainties is contained in the Corporation's filings with the Canadian securities regulators, which filings are available at www.sedar.com.

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release. We seek Safe Harbor.



To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/110214>