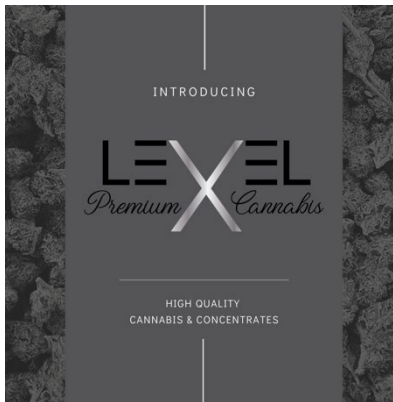




1933 Industries Receives Adult-Use Distribution License in Nevada and Launches Exclusive *Level X* Brand

VANCOUVER, B.C., CANADA (June 3, 2021) – 1933 Industries Inc. (the “**Company**” or “**1933 Industries**”) (CSE: TGIF) (OTCQB: TGIFF), a Nevada-focused cannabis consumer packaged goods company, is pleased to announce that its cultivation subsidiary, Alternative Medicine Association (AMA), received approval for an Adult-Use Distribution License for the state of Nevada. The license allows the Company to transport its cannabis products directly to its wholesale accounts, without the need for an intermediary. It also enables the Company to distribute cannabis products for other licensees, while bolstering its supply chain and reducing the costs associated with third-party distribution.

Level X



The Company is also pleased to announce the recent launch of its ultra-craft brand Level X, an exclusive collection of exotic strains, selected specifically for their distinctive terpene profiles, high THC levels, and flavonoids. Over a year in development, Level X flower is expertly cured, small batch grown and features buds that are meticulously selected and hand-trimmed. Cultivated by a best-in-class team in the Company’s state-of-the art indoor facility, Level X is the result of months of testing and evaluating distinctive cultivars in order to provide a unique product not currently available. “We are extremely pleased to introduce Milk Monkey as the first strain for our new brand,” said Mr. Ryan George, Director of Cultivation for AMA. “Level X diversifies our product line, focusing on top tier cannabis for the Las Vegas recreational market. It has been a long but productive journey to select, test and ensure that our new line meets the expectation of consumers seeking the best products that Las Vegas has to offer”.

The Level X brand will offer preferred limited-run strain drops on a rotational basis, with product available at selected dispensaries. Exclusive to Las Vegas, Level X will appeal to true cannabis connoisseurs.



About 1933 Industries Inc.

1933 Industries is a Nevada-based, growth-orientated company, focusing on the cultivation and manufacturing of cannabis consumer branded goods in a wide range of product formats. Operating through two subsidiaries, the Company controls all aspects of the value chain with cultivation, extraction, processing, distribution and manufacturing assets supporting its diversified portfolio of cannabis brands and licensing partners. The Company owns 91% of

Alternative Medicine Association, LC (AMA), and 100% of Infused MFG LLC.

www.1933industries.com

About Alternative Medicine Association

AMA is a licensed medical and adult-use cannabis cultivation and extraction subsidiary that produces its own branded line of unique cannabis products and manufactures third-party brands. AMA's extensive menu of cannabis products include: craft cannabis flower, pre-rolls, full spectrum oils, high quality distillates, proprietary blends of terpenes, vaporizer products and boutique concentrates such as shatter, crumble, batter, sugar wax, diamonds, and live resin. With state-of-the-art cultivation and extraction facilities based in Las Vegas, Nevada, AMA seeks to offer medical patients and recreational users alike a cannabis experience that's exceptional, potent, and consistent in quality. www.amanev.com

AMA is also licensed in Nevada as an adult-use cannabis distributor.

About Canna Hemp™

With an extensive product line that includes topicals, creams, vapes, elixirs, capsules, lip balms and pre and post workout recovery sports products, 1933 Industries' proprietary Canna Hemp™ brand utilizes the power of CBD to bring natural wellness. The Company's flagship products, the Canna Hemp™ Relief Cream and Canna Hemp X™ Recovery Cream are recognized as best topicals in the market. Canna Hemp X™ is a CBD sports recovery cream for athletes, bridging the gap between recovery and top performance. All products are triple and third-party tested for safety with test results embedded via QR codes for traceability. www.cannahemp.com

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