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**NEWS RELEASE**

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**FIRE RIVER GOLD CORP TO ACQUIRE YUMY BEAR GOODS INC.**

April 1, 2021 – Fire River Gold Corp. (the “**Company**”) (TSXV: FAU.H) is pleased to announce that the Company has entered into a legally binding definitive agreement (the “**Agreement**”) to acquire all of the issued and outstanding shares of Yumy Bear Goods Inc. (“**Yumy Bear**”), a private British Columbia corporation in consideration for an aggregate of 22,000,000 shares of the Company, following a 3:1 consolidation (“**Consolidation**”) of the Company’s issued and outstanding shares (the “**Transaction**”). The Company is at arms-length with Yumy Bear and its shareholders. The Transaction will be effected by way of a statutory amalgamation between Yumy Bear and a newly formed wholly owned subsidiary of the Company and is subject to a number of conditions including receipt of all necessary shareholder and regulatory approvals, as well as the completion of an equity financing in an amount not less than \$2,000,000 the terms of which will be announced prior to closing of the Transaction.

Yumy Bear is a health- conscious low sugar alternative confectionary company based in Vancouver BC and has developed a portfolio of healthy vegan, low sugar and sugar alcohol free candies made from natural ingredients with proprietary recipes. All of its products are free of soy, gluten, nuts, sugar alcohols and genetically modified organisms.

Yumy Bear was founded by its current CEO Erica Williams. Ms. Williams studied Kinesiology at the University of the Fraser Valley while working in the health and fitness industry as a health and wellness coach and competing in fitness competitions across Canada. Ms. Williams stated “Finding healthy and affordable snacks was always a challenge, so I set out to create an affordable, healthy candy alternative. Working in my kitchen I experimented with high-quality ingredients to create a unique gummy infused with vitamins and fibre for optimal health. After rigorous testing, I created Yumy Bear!”. Full details of Yumy Bear and the post-Transaction Company will be contained in a listing statement to be filed with the Canadian Securities Exchange.

On behalf of the Board of Directors

*“David Bentil, CEO”*

For further information, contact David Bentil at [info@fireriver.ca](mailto:info@fireriver.ca)

**Fire River Gold Corp.**

The information concerning Yumy Bear and its assets in this news release has been provided by Yumy Bear. Although Fire River has no knowledge that would indicate that any of such information is untrue or incomplete, Fire River assumes no responsibility for the accuracy or completeness of such information or the failure by Yumy Bear to disclose events that may have occurred or may affect the completeness or accuracy of such information.

No stock exchange has in any way passed upon the merits of the Transaction and has neither approved nor disapproved the contents of this press release. Although Fire River has no knowledge that would indicate that any of such information is untrue or incomplete, Fire River assumes no responsibility for the accuracy or completeness of such information or the failure by Yumy Bear to disclose events that may have occurred or may affect the completeness or accuracy of such information.

### **Forward Looking Information**

*Certain statements and information herein, including all statements that are not historical facts, contain forward-looking statements and forward-looking information within the meaning of applicable securities laws. Such forward-looking statements or information include but are not limited to statements or information with respect to: the proposed Transaction and financing, the business plans of Fire River, Yumy Bear and the resulting issuer; the timing of the Transaction, the board of directors and management of the Resulting Issuer, and the closing of the Transaction.*

*With respect to forward-looking statements and information contained herein, Fire River and Yumy Bear have made numerous assumptions including among other things, assumptions about the ability to close the Transaction and financing, regulatory approval thereof, general business and economic conditions, and anticipated costs and expenditures of the Transaction. The foregoing list of assumptions is not exhaustive.*

*Although management of Fire River and Yumy Bear believe that the assumptions made and the expectations represented by such statements or information are reasonable, there can be no assurance that forward-looking statements or information herein will prove to be accurate. Forward-looking statements and information by their nature are based on assumptions and involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements or information. These factors include, but are not limited to: the Transaction and financing may not close on the terms set forth herein, or at all; risks relating to the availability of financing for the resulting issuer; risks relating to the receipt of all requisite approvals for the Transaction, including the approval of the stock exchange; risks associated with the business of Yumy Bear given its limited operating history; business and economic conditions in the alternative confectionary industry generally; the supply and demand for labour and other project inputs; risks relating to unanticipated operational difficulties (including unanticipated events related to health and safety matters); changes in general economic conditions or conditions in the financial markets; risks related to the direct and indirect impact of COVID-19 including, but not limited to, its impact on general economic conditions, the ability to obtain financing as required; and other risk factors as detailed from time to time. Fire River and Yumy Bear do not undertake to update any forward-looking information, except in accordance with applicable securities laws.*

*No stock exchange nor their Regulation Services accepts responsibility for the adequacy or accuracy of this press release, which has been prepared by management.*