

NOT FOR DISSEMINATION IN THE UNITED STATES

YUMY BEAR GOODS INC.

TO COMPLETE VOLUNTARY TSXV DELISTING AND COMMENCE TRADING ON THE CSE

July 6, 2021 – Yummy Bear Goods Inc. (formerly, Fire River Gold Corp.) (the “Company”) (TSXV: FAU.H) announces that further to its news releases dated April 1, 2021, June 24, 2021 and June 30, 2021, the Company has requested that the common shares of the Company (the “Company Shares”) be voluntarily delisted from the TSX Venture Exchange (the “TSXV”), which is expected to occur at the close of the market on July 8, 2021.

Trading in the Company Shares on the TSXV was halted on April 5, 2021 in accordance with the policies of the TSXV. Further to the TSXV Bulletin dated April 5, 2021, trading in the Company Shares will remain halted while the Company remains listed on the TSXV.

The Company expects that the Company Shares will commence trading on the Canadian Securities Exchange under the symbol “YUMY” at the opening of the market on July 9, 2021.

About the Company

The Company is an affordable health-conscious low-sugar plant-based confectionary company based in Vancouver, British Columbia and it has developed a portfolio of healthier gelatine-free candies made from Non-GMO ingredients with proprietary recipes. All of its products are free of gelatin, soy, gluten, nuts, dairy, eggs, sugar alcohols, artificial sweeteners and genetically modified organisms.

The Company was founded by its current Chief Executive Officer, 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 healthier alternative to traditional gelatine based high-sugar animal-based candy. After rigorous testing, I created Yummy Bear!”.

YUMY BEAR GOODS INC.

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Cautionary Statement Regarding Forward-Looking Information

Except for the statements of historical fact, this news release contains “forward-looking information” within the meaning of the applicable securities legislation. The information in this news release about future plans and objectives of the Company, are forward-looking information. This forward-looking information is based on reasonable assumptions and estimates of management of the Company at the time it was made, and involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Such factors include, among others: circumstances related to COVID-19; the failure to obtain final listing approval from the CSE; the failure of the Company Shares to be delisted from the TSXV; the failure of the Company Shares to begin trading on the

CSE; risks related to the availability of financing for the Company; risks associated with the business of the Company 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 related to unanticipated operational difficulties (including unanticipated events related to health and safety matters); changes in general economic conditions or conditions in the financial markets; and other related risks as more fully set out in the Company's continuous disclosure record filed at www.sedar.com. The Company has also assumed that no significant events occur outside of the Company's normal course of business. Although the Company has attempted to identify important factors that could cause actual results to differ materially, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information. The Company undertakes no obligation to revise or update any forward-looking information other than as required by law.

Reader Advisory

Investors are cautioned that trading in the securities of the Company should be considered highly speculative.

The TSXV and CSE have neither approved nor disapproved the contents of this press release.

*This news release does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "**U.S. Securities Act**") or any state securities laws and may not be offered or sold within the United States or to U.S. Persons (as defined under the U.S. Securities Act) unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.*