



For Immediate Release

HARRYS RECEIVES YUKON PERMIT

Vancouver, British Columbia, October 11, 2023 – Harrys Manufacturing Inc. (CSE: HARY) (the “**Company**” or “**Harrys**”) is pleased to announce that it has received the necessary approvals to market the Company’s products in the Yukon, the Company’s first foray into the Territories. “This is a great addition to our approvals in the Western Provinces, Ontario and Newfoundland and Labrador, and aligns with our strategy to build greater resiliency in our supply chain,” says CEO, Nick Brusatore.

“We’re excited to add the Yukon to our growing list of opportunities to broaden **HARRYS®** availability to more adult Canadian tobacco consumers,” says **Harrys** VP, Ken Storey.

Additionally, the Company continues its efforts to ensure regulatory compliance as it develops a Direct-to-Store Delivery (DSD) system that will broaden the distribution reach offered by the Company’s current supply chain partners.

About Harrys

Harrys is a company that values its unique Canadian position as a marketer of tobacco products in a market dominated by foreign multinationals. **Harrys** aspires to deliver value to its shareholders by satisfying the preferences of adult Canadian tobacco consumers who are seeking a quality product at a value price. Harrys' management team brings over 40 years of industry experience and works with distribution and retail partners who put their customers first. For more information, please visit www.harrysmfg.com.

ON BEHALF OF THE BOARD

“Nick Brusatore”

CEO

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Information in this news release concerning the Company's products is intended for the exclusive use of market investors and is not in any way intended to promote tobacco products to consumers, which is prohibited by Canadian law.

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

Cautionary Statement Regarding “Forward-Looking” Information

This news release includes certain statements that may be deemed “forward-looking statements”. All statements in this news release, other than statements of historical facts, that address events or developments that the Company expects to occur, are forward-looking statements. Forward-looking statements are statements that are not historical facts and are generally, but not always, identified by the words “expects”, “plans”, “anticipates”, “believes”, “intends”, “estimates”, “projects”, “potential” and similar expressions, or that events or conditions “will”, “would”, “may”, “could” or “should” occur. Forward-looking information in this news release include statements related to the Company's operations in the Yukon and the Company's Direct-to-Store Delivery (DSD) system. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results may differ materially from those in the forward-looking statements. Factors that could cause the actual results to differ materially from those in forward-looking statements include regulatory actions, market prices, and continued availability of capital and financing, and general economic, market or business conditions. Investors are cautioned that any such statements are not guarantees of future performance and actual results or developments may differ materially from those projected in the forward-looking statements. Forward-looking statements are based on the beliefs, estimates and opinions of the Company's management on the date the statements are made. Except as required by applicable securities laws, the Company undertakes no obligation to update these forward-looking statements in the event that management's beliefs, estimates or opinions, or other factors, should change.