



For Immediate Release.

COLIN DOYLEND JOINS HARRYS AS COO

Vancouver, British Columbia, May 28, 2024 – Harrys Manufacturing Inc. (CSE: HARY) (the “Company”, “Harrys”, “we” or “our” or “us”), a national cigarette company in Canada, is very pleased to announce Colin Doylend as the new Chief Operating Officer (COO) of the Company effective immediately.

Mr. Doylend has an accomplished background in the private sector and in BC’s public sector where he has worked at the ministerial level. As a recent Director of Corporate Development at **Nexii**, a green building technology company, Colin played a managing role in driving the company’s valuation to \$1 billion.

With a proven track record of driving growth and demonstrating strong leadership skills in both the public and private sectors, Mr. Doylend is poised to lead **Harrys** to a new level of growth. Colin will immediately assist in the application of further licensing and lead in the acquisition of property and the development of a licensed warehouse as a manufacturing and distribution facility. This new development will significantly help drive improved corporate growth and shareholders’ value. Colin has presented a few key strategic priorities to the board that he plans to undertake to both strengthen our marketing program and align **Harrys** with selected retail partners. With the clear direction Colin is developing, **Harrys** is moving to a stronger position to tackle the ever-evolving cigarette landscape and capitalize on emerging opportunities.

About Harrys:

Harrys provides value to its shareholders by meeting the preferences of adult tobacco consumers who seek a high-quality Canadian product at an affordable price. With over 40 years of industry experience, Harrys’ management team collaborates with distribution and retail partners who prioritize their customers’ needs.

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 Note Regarding Forward-Looking Statements: This news release includes certain statements and information that may constitute "forward-looking information" within the meaning of applicable Canadian securities laws. All statements in this news release, other than statements of historical facts, including statements regarding future estimates, plans, objectives, timing and assumptions or expectations of future performance, are forward-looking statements and contain forward-looking information

Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as "intends" or "anticipates", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "should", "would" or "occur". Forward-looking statements are based on certain material assumptions and analyses made by the Company and the opinions and estimates of management as of the date of this news release. These forward-looking statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking statements or forward-looking information including, without limitation, delays or other unexpected issues in the manufacturing process, changes in market trends and consumer preferences. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, 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 statements and forward-looking information. Readers are cautioned that reliance on such information may not be appropriate for other purposes. The Company does not undertake to update any forward-looking statement, forward-looking information or financial outlook that are incorporated by reference herein, except as required by applicable securities laws.