

PlantX Announces New YouTube Series to Showcase Products and Educate Consumers

VANCOUVER, BC, April 6, 2021 /CNW/ - PlantX Life Inc. (the "**Company**" or "**PlantX**") (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) is pleased to announce the launch of its new YouTube series entitled "*Taste This!*" as the Company further expands its offering of content aimed at educating consumers on plant-based living. The series will be produced and hosted by Mr. Adam Kruger. Each episode of *Taste This!* will feature three different brands of the same food product which are then blind taste-tested by three individuals. The taste-testers will then give their opinions about the products that they tasted, which product they preferred and attempt to identify the brand.



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"Having a media presence further establishes the PlantX brand while aiding customers in their decision-making process for what to purchase online. Looking at pictures and reading ingredients is great, but being able to actually see people taste and compare different products creates excitement around the products involved," said PlantX CEO Julia Frank. "We believe media content will increase enthusiasm for the brands being featured on the program."

"We are so excited to launch this series. Customer education is one of our priorities, and *Taste This!* is exactly the quality content that will contribute to that," said PlantX Founder Sean Dollinger. "Adam's experience and plant-based lifestyle only enhance the production and we are thrilled to have him producing the show."

Kruger is an on-camera and live event host, producer, podcaster and longtime vegan. Kruger hosted and produced over 150 segments for the hit lifestyle series "*This Is LA*". Most recently, he launched the podcast "Enhanced Living" which is available on major streaming platforms.

"Adam is a true professional and having him at the helm of the series brings peace of mind," said PlantX CMO Alex Hoffman. "After conceiving this idea, I knew exactly what I wanted to create for the series. Adam brought it to life, and I can't wait to see more."

The series teaser can be found [here](#). The first episode of "*Taste This!*" will air on Friday, April 9th 2021 at 6pm PST.

About PlantX Life Inc.

As the digital face of the plant-based community, PlantX's platform is the one-stop-shop for everything plant-based. With its fast-growing category verticals, the Company offers customers across North America more than 10,000 plant-based products. In addition to offering meal and indoor plant deliveries, the Company currently has plans underway to expand its product lines to include cosmetics, clothing, and its own water brand — but the business is not limited to an e-commerce platform. The Company uses its digital platform to build a community of like-minded consumers, and most importantly, provide education. Its successful enterprise is being built and fortified on partnerships with top nutritionists, chefs and brands. The Company eliminates the barriers to entry for anyone interested in living a plant-based lifestyle and thriving in a longer, healthier and happier life.

About Adam Kruger

Adam Kruger is a longtime vegan with over 20 years' experience in the entertainment industry. Originally from Montréal, Adam moved to Los Angeles after completing his Bachelor of Commerce degree from the John Molson School of Business at Concordia University. Kruger has achieved success in television hosting and standup comedy, while also running a live event business of his own since 2013. Kruger has been a keynote speaker in front of thousands of people, is an avid fitness enthusiast and also completed a 200 hour comprehensive yoga and Ayurveda instructor training. Krueger has been on a plant-based diet since 2009 and became a vegan in 2016.

The Company website is <http://investor.PlantX.com/>.

To visit the Company's YouTube channel, [click here](#).

Forward Looking-Information

This press release contains "forward-looking information" within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking information. In some cases, forward-looking information can be identified by words or phrases such as "may", "will", "expect", "likely", "should", "would", "plan", "anticipate", "intend", "potential", "proposed", "estimate", "believe" or the negative of these terms, or other similar words, expressions and grammatical variations thereof, or statements that certain events or conditions "may" or "will" happen, or by discussions of strategy. The forward-looking information contained herein includes, without limitation, the Company's media content and the business and strategic plans of the Company.

By their nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. A variety of factors, including known and unknown risks, many of which are beyond our control, could cause actual results to differ materially from the forward-looking information in this press release including, without limitation: the Company's ability to comply with all applicable governmental regulations including all applicable food safety laws and regulations; impacts to the business and operations of the Company due to the COVID-19 epidemic; a limited operating history, the ability of the Company to access capital to meet future financing needs; the Company's reliance on management and key personnel; competition; changes in consumer trends; foreign currency fluctuations; and general economic, market or business conditions.

Additional risk factors can also be found in the Company's continuous disclosure documents which have been filed on SEDAR and can be accessed at www.sedar.com. Readers are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking information. The forward-looking information contained herein is made as of the date of this press release and is based on the beliefs, estimates, expectations and opinions of management on the date such forward-looking information is made. The Company undertakes no obligation to update or revise any forward-looking information, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.

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