

PlantX Announces Tennis Champion and Entrepreneur Venus Williams as Company Ambassador

VANCOUVER, BC, April 27, 2021 /CNW/ - PlantX Life Inc. (the "Company" or "PlantX") (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) is pleased to announce its new partnership with legendary tennis champion and entrepreneur, Venus Williams, as a PlantX Ambassador. Williams will help the Company advocate for the benefits of living a plant-based lifestyle and will be invested in forwarding PlantX's mission.



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One of the most accomplished athletes in sports, Williams' impressive and lengthy career is highlighted by her seven Grand Slam titles, five Wimbledon titles and four Olympic gold medals. Williams first discovered a plant-based lifestyle in 2011 after being diagnosed with Sjögren's syndrome. The diagnosis forced Williams to take a pause from her professional tennis career to search for a solution that would help alleviate her symptoms, which led her to embark on a journey of transitioning to a plant-based diet. Her dedication to fueling her body with a plant-based diet yielded powerful results which led her to a successful return to her tennis career.

Williams' plant-based lifestyle motivated her to start her own vegan protein company, Happy Viking. The Happy Viking Plant Protein Shake was inspired by Williams' post-workout recipe and will soon be available on both the Canadian and United States PlantX e-commerce platforms.

"I'm extremely excited to be partnering with PlantX. It is the first marketplace of its kind and I wish it had been around when I was transitioning to a plant-based diet over a decade ago," said Williams, PlantX Ambassador. "Living a plant-based lifestyle has improved my quality of life and I am looking forward to working with PlantX to help others learn about the benefits of living plant-based."

Williams will share her personal experience with plant-based eating and lifestyle to help drive awareness to PlantX's growing platform and product offerings. She will curate a list of her favorite PlantX products through a dedicated "Venus' Favorites" section on the PlantX website and help further promote the Company's offerings to her dedicated audiences across her personal platforms. The new partnership highlights that Williams is now truly invested in the Company and its ongoing growth.

"Venus' success as an elite plant-based athlete is incredibly inspiring. I am thrilled that our values align so powerfully in a way that can encourage people to give plant-based living a try", said Sean Dollinger, PlantX founder. "Our partnership with Venus aims to celebrate these values and raise awareness of the benefits that a plant-based lifestyle can provide."

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 Venus Williams

With seven Grand Slam titles, five Wimbledon titles and four Olympic gold medals, tennis champion Venus Williams is one of the most accomplished and inspiring women in the history of sports. At the age of 14, Williams quickly took the world of tennis by storm, rising to the top-ranked position, breaking countless records, and winning numerous championships. In addition to her athletic success, Williams parlayed her fine-tuned business acumen with her healthy competitive spirit into three successful business ventures: lifestyle and fashion-forward active wear brand EleVen by Venus Williams, a full-service commercial and residential interior design firm V Starr and plant-based protein company Happy Viking. Williams holds a Bachelor of Science in Business Administration from Indiana University East and an Associate of Science in Fashion Design from The Art Institute of Fort Lauderdale. More information can be found at www.venuswilliams.com.

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

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, Venus Williams' role with the Company, the availability of certain products on the Company's e-commerce platform 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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