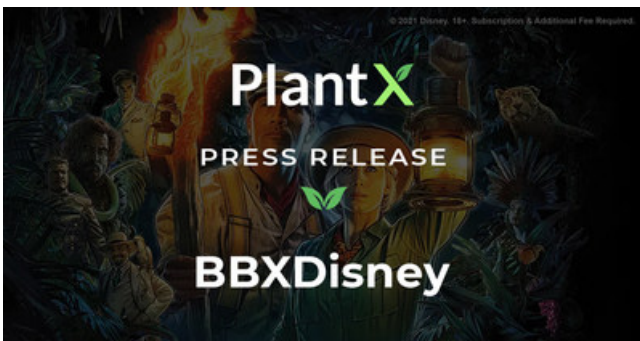


PlantX and Bloombox UK Announce Campaign to Celebrate the Release of Disney's Jungle Cruise

VANCOUVER, BC and LONDON, Aug. 11, 2021 /CNW/ - PlantX Life Inc. (the "**Company**" or "**PlantX**") (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) is pleased to announce that its wholly owned subsidiary Bloomboxclub Limited ("**Bloombox**"), a UK-based e-commerce platform that sells and delivers indoor plants, has teamed up with The Walt Disney Company Limited ("**Disney**") (NYSE: DIS) in the UK for a campaign to promote Bloombox products and celebrate the release of Disney's new film, Jungle Cruise. Jungle Cruise is now showing in cinemas and on Disney+ with Premier Access (subscription and additional fee required).



PlantX and Bloombox UK Announce Campaign to Celebrate the Release of Disney's Jungle Cruise (CNW Group/Vegaste Technologies Corp.)

As part of the new co-branded campaign, Bloombox will promote the adventure-filled film, through the launch of a new Amazonian plant collection, including Jungle Cruise inspired terrariums, a social media campaign and a "Hunt for the Healing Tree" treasure hunt on the Bloombox website.

"Bloombox's collaboration with Disney is truly a momentous opportunity to celebrate plants and their integral role and impact across the film industry," said PlantX Founder, Sean Dollinger. "We are beyond thrilled to have Disney's support in sharing the Bloombox exotic plant collection with our community."

Bloombox will also offer its wellness community access to a 10 percent discount on Bloombox's Amazonian plants including snaky trailing plants, exotic trees or Jungle Cruise inspired terrariums. Members will use the code "JUNGLE10" at checkout to receive the discount.

"We believe connecting with nature is invaluable for all ages," said Laura Dinnage, Bloombox Club CEO. "That's why we were so excited to get involved with Disney's campaign and introduce a new generation to plants! Our new Jungle Cruise inspired terrarium is the perfect activity for kids this summer, and we've got many more exotic plants, just launched at Bloombox Club UK."

The promotional period will run until August 31st, 2021 in the United Kingdom, and the promotional code can be accessed [here](#).

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 Bloombox Club

Bloomboxclub Limited is a UK-based indoor plant and natural product shop and subscription company that brings indoors the great outdoors to boost its customers' health and well-being. Bloombox sources, curates, and tells the story of its indoor plants and superior natural products for the home and delivers them to its customers' doors. Bloombox has created an active community loyal to its brand by curating its products and educating its customers on the plants' genus and benefits.

About Disney's "Jungle Cruise"

Inspired by the famous Disneyland theme park ride, Disney's "Jungle Cruise" is an adventure-filled, rollicking thrill-ride down the Amazon with wisecracking skipper Frank Wolff and intrepid researcher Dr. Lily Houghton. Lily travels from London, England to the Amazon jungle and enlists Frank's questionable services to guide her downriver on La Quila—his ramshackle-but-charming boat. Lily is determined to uncover an ancient tree with unparalleled healing abilities—possessing the power to change the future of medicine. Thrust on this epic quest together, the unlikely duo encounters innumerable dangers and supernatural forces, all lurking in the deceptive beauty of the lush rainforest. But as the secrets of the lost tree unfold, the stakes reach even higher for Lily and Frank and their fate—and mankind's—hangs in the balance.

Jaume Collet-Serra directs the film, which stars Dwayne Johnson, Emily Blunt, Edgar Ramírez and Jack Whitehall, with Jesse Plemons, and Paul Giamatti. The producers are John Davis and John Fox of Davis Entertainment; Dwayne Johnson, Hiram Garcia and Dany Garcia of Seven Bucks Productions; and Beau Flynn of Flynn Picture Co., with Scott Sheldon and Doug Merrifield serving as executive producers. The story is by John Norville & Josh Goldstein and Glenn Ficarra & John Requa, and the screenplay is by Michael Green and Glenn Ficarra & John Requa. Disney's "Jungle Cruise" is available now in cinemas and on Disney+ with Premier Access.

About Disney+ Premier Access

Premier Access provides an opportunity for consumers to watch newly released theatrical films on Disney+ for an additional one-time fee and an active Disney+ subscription. Disney+ subscribers can get Premier Access for a one-time fee per movie paid directly on disneyplus.com or on supported platforms. Once Premier Access has been unlocked, subscribers can enjoy a cinematic experience at home through the Disney+ app on a wide range of mobile and connected TV devices, including gaming consoles, streaming media players, and smart TVs. "Jungle Cruise" will be available to all Disney+ subscribers at a later date at no extra cost.

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, statements regarding the collaboration between the Company, Bloomberg and Disney, the availability and promotion of Jungle Cruise inspired products, 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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