

PlantX Partners with Instacart to Offer Same-Day Delivery to Customers

VANCOUVER, BC, May 17, 2022 /CNW/ - PlantX Life Inc. (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) ("**PlantX**" or the "**Company**") is pleased to announce a new partnership with Instacart, a leading retail enablement company in North America. Customers in Toronto, Ottawa, Squamish and Chicago can now order online and access same-day delivery of a curated selection of PlantX products by visiting <https://www.instacart.com/xmarket-us>. The Company plans to eventually enable all PlantX customers across Canada and the United States with access to same-day delivery from their local store. Through the new partnership with Instacart, PlantX will have access to Instacart's established fulfillment network and fast-delivery system, helping to increase PlantX's customer satisfaction and loyalty, boost conversion rates, lower shipping and logistics costs, and enhance overall supply chain efficiency.



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"Numerous research reports highlight the booming demand for fast delivery among online customers," said PlantX CEO, Lorne Rapkin. "Partnering with Instacart to offer same-day delivery will help differentiate PlantX as a forward-thinking leader in the overall e-commerce sector, as well as the fast-evolving plant-based market. This initiative truly reflects our priority to meet and exceed customer expectations and satisfaction."

Beyond expanding its e-commerce reach and impact across North America, the partnership with Instacart also fulfills digital marketing roles of boosting brand recognition among consumers, while forwarding the Company's mission of facilitating broader market access to plant-based products.

"The same-day delivery program via Instacart is a strategic move to help PlantX better serve our growing plant-based community, while enhancing the Company's operational efficiency," said PlantX Founder, Sean Dollinger. "Being on the Instacart App means that we can make online shopping more flexible, convenient, and enjoyable, and that we can offer our customers easier access to the plant-based products they love and need the most."

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 5,000 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.

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, statements relating to the Company plans to provide same day delivery service throughout Canada and the United States, the expected efficiencies resulting from the Company's partnership with Instacart and the business and strategic plans of the Company.

By its nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and that 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; the conflict in Eastern Europe; a limited operating history; the ability of the Company to

access capital to meet future financing needs; any delay or failure of the Company to open more locations across Canada and the United States; logistical or supply chain constraints; 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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