

PlantX's Venice Retail Location Builds Pop Up Shop with Minor Figures

Producer of plant-based, 100% vegan beverages and related products launches three month experiential marketing collaboration at the XMarket flagship retail location in Venice Beach, CA

VANCOUVER, British Columbia — January 18, 2023 — PlantX Life Inc. (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) ("PlantX" or the "Company"), the digital face of the plant-based community, operating a one-stop shop for plant-based products, today announced a new collaboration with [Minor Figures](#), a leading producer of plant-based, 100% vegan beverages and oat milk, at its flagship XMarket retail store in Venice Beach, California.

Highlights

- Minor Figures is debuting a gingersnap latte in partnership with Olympia Coffee Roaster, available exclusively at the Venice location. The brand is also 100% powering the in store coffee shop.
- There will be a rotating menu of featured coffee roaster partners throughout the 3 months.
- The Venice Beach XMarket retail store was decorated with a high-impact outdoor mural featuring Minor Figures and its innovative design and branding.

"Minor Figures sets the standard in vegan, plant-based beverages, and as a certified B-Corp that is fully carbon neutral, their ethos is ideally aligned with everything PlantX and XMarket stand for," said PlantX CEO, Lorne Rapkin. "We can't wait for our customers to sample these delicious drinks for themselves. Minor Figures will be hosting an official launch party at the store on Saturday, January 21, where they will be giving away free gingersnap lattes for the first two hours, driving a major influx of traffic through the brand's local and dedicated fanbase. Many other events are also in the works for this collaboration. Additionally, we will be promoting the Minor Figures brand in all our stores, including Canada. The brand's loyal customers are expected to flock to the store to test out exclusive products and photoshoot opportunities with the one-of-a-kind outdoor billboard."

Francesca Salac, Brand Manager at Minor Figures, "We are thrilled to be partnering with XMarket and PlantX through a really fun and immersive pop up. We are very excited to be bringing in a roster of coffee roaster partners that we work with across the US to feature them in the shop and on bar. This is a super special moment for our brand as we continue to engage with consumers and not only build upon brand love and joy but get them to try our product in new and fun ways."

This new partnership follows successful promotional events with Saint James Iced Tea, Future Farm, Dream Pops and Little West during 2022 and continues PlantX's mission of highlighting the best brands in the industry.

About PlantX Life Inc.

As the digital face of the plant-based community, PlantX's platform is a one-stop shop for plant-based products. With its fast-growing category verticals, the Company offers customers across North America more than 5,000 plant-based products. In addition to offering delivery service for meals and indoor plants, the Company currently has plans underway to expand its product lines to include a juice and coffee company. The Company uses its digital platform to build a community of like minded consumers and, most importantly, to provide education. Its successful enterprise is being built and fortified on partnerships with the top nutritionists, chefs, and brands. The Company's digital presence works to eliminate the barriers to entry for anyone interested in living a plant-based lifestyle and thriving in a longer, healthier, and happier life.

About Minor Figures

[Minor Figures](#) is an innovative coffee company that makes 100% plant-based products for coffee lovers, baristas, and a better planet. Minor Figures Oat M*lk is served in the best specialty coffee shops in the world and their line of canned oat latte's and teas bring the coffee shop to you. The company has quickly grown from its humble beginnings in an East London microbrewery and can now be found in over 40 countries, igniting the global coffee industry with sustainability, creativity, and individuality at the center of everything they do. All Minor Figures products are plant-based, dairy-free, and contain no refined sugar. Minor Figures is carbon neutral and a Certified B Corporation

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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 availability of Future Farm products, PlantX promotional events 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 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: receiving sufficient demand for the Offering; 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; having 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.