



PlantX Officially Launches Revamped Website for VeganWines.com

-- Refreshed Website for VeganWines.com is Live and Taking Ecommerce Orders --



VANCOUVER, British Columbia — July 25, 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 that it has officially launched a redesigned and enhanced flagship website for Vegan Wines at veganwines.com, and the new website is now actively making ecommerce sales to customers. As previously announced, PlantX took over management of Vegan Wines’ domain and ecommerce operations in March 2023, and also committed to invest \$50,000 for a 10% stake of privately-held Vegan Wines.

PlantX CEO, Lorne Rapkin said, “The new Vegan Wines website is a significant improvement from the old one, and initial feedback from consumers indicates that it is much easier to navigate and make purchases. Now that the new site is live, we working to enhance logistics with the goal of bringing all of Vegan Wines’ products under a single platform, making veganwines.com the go-to site for the largest assortment of vegan wines in the world.”

Founded in 2017 by long-time vegan and wine expert Frances Gonzalez, Vegan Wines is one of the leading 100% vegan wine importer/distributors and consumer wine clubs in the U.S. The company offers an exclusive selection of high-quality vegan wines from around the world that are not only delicious but also cruelty-free. It selects its wines with integrity by selecting wines only from vineyards that they have personally visited. The subscription-based club and online wine shop ships to over 41 states. Frances is also the founder and organizer of VegFest Puerto Rico,

a nonprofit established in Puerto Rico after Hurricane Maria that hosts an annual all-day festival dedicated to promoting plant-based living and sustainability with local farmers, artisans, food vendors, and more.

Future development initiatives include adding Vegan Wines' full product catalog to PlantX's websites.

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, PlantX offers customers across North America more than 5,000 plant-based products. PlantX also has other brands in the PlantX portfolio including a juice brand, a coffee company, a plant shop, and brick-and-mortar grocery stores. PlantX uses its digital platform to build a community of like-minded consumers and, most importantly, to provide education. PlantX's digital presence eliminates entry barriers for anyone interested in living a plant-based lifestyle and thriving in a longer, healthier, and happier life.

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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.