



## PlantX Adds Whoa Dough to Growing Ecommerce Fulfillment Portfolio

*-- Maker of America's #1 Vegan Cookie Dough Bar Joins PlantX Web Family --*

VANCOUVER, British Columbia — August 28, 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 added [Whoa Dough](#), the maker of flavor-packed, gluten free and vegan cookie dough bars and cookies, to its growing roster of brands adopting its ecommerce fulfillment solutions. As part of this collaboration, Whoa Dough is launching its first refrigerated product, [chocolate chip cookie dough](#), and PlantX will help bring the product to consumers.

“Whoa Dough has grown from a local Ohio treasure, distributed in Whole Foods and other retailers, to a brand that is in high demand across the country,” commented Lorne Rapkin, PlantX CEO. “Their delicious bars target not just consumers with allergies, but vegans and health-conscious consumers seeking a gluten free, plant-based alternative. Their new refrigerated cookie dough has been wildly popular at trade shows, and we are eager to give our large consumer base access to this exciting and tasty product.”

“With PlantX as our new partner, Whoa Dough continues to execute on our mission to indulge America’s sweet tooth without wreaking havoc on our bellies,” commented Whoa Dough’s founder, Todd Goldstein. “ I started this company to give those with gluten intolerance, like me and my children, a delicious, safe alternative. Demand has taken off, and we are capitalizing on this demand by expanding distribution to PlantX.com and we think this ecommerce relationship will only drive incremental demand.”

### **About PlantX Life**

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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### **About Whoa Dough**

Whoa Dough was created by Todd Goldstein, an entrepreneur and “foodie” who spent the last decade helping entrepreneurs get their start. In 2011, Goldstein was diagnosed with a gluten intolerance which began his hunt for gluten free products. When his sons were born in 2015 and 2017, they were also diagnosed with a gluten-intolerance which only further increased his desire to create a gluten-free treat. Recognizing that the cookie dough market was a growing trend, but still left those with allergies in the “raw,” Todd and his team got to work and 19 iterations and a year-and-a-half later, Whoa Dough was created.

Connect with Whoa Dough: [Website](#) | [Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Instagram](#)

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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](http://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.