

High Hampton Engages California Branding Agency to support build out of brand identity across its portfolio

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CSE: HC
OTC: HHPHF
FSE: 0HCN

TORONTO, May 30, 2019 /CNW/ - High Hampton Holdings Corp. (CSE: HC) (FSE: 0HCN) ("**High Hampton**" or the "**Company**"), a cannabis brand and distribution company in the U.S. market, today announced that it has engaged Los Angeles based brand venture studio Bad Supper to support the build out of its brand identity and that of its growing brands portfolio.

In [February 2019](#), the Company had announced a shift in strategy to being "brand and consumer forward" with fully integrated underlying capabilities that span the cannabis market. The Bad Supper team will work with High Hampton to manage brand and product strategy for all current and future consumer marketing initiatives of High Hampton's house of brands.

"As more and more consumers leave the black market and turn to licensed outlets for their products, there is space in this rapidly growing industry to innovate and react in real time to quantified consumer demands," said Gary Latham, CEO of High Hampton Holdings. "This on-demand strategy needs a strong branding presence and consistent quality products; the partnership with Bad Supper is an important part of executing on this strategy. Their experience with well-known brands within and beyond the cannabis industry, most notably Eaze and Beats Electronics, provides an ideal fit as we move forward."

"Because of High Hampton's "product on demand" business model, they have the capability to conceptualize, produce, and manufacture a product from start to finish," says Abe Cortes, Bad Supper partner and creative director. "Through this partnership, branding, creative and product design become an integrated part of the full lifecycle."

About High Hampton Holdings

High Hampton Holdings Corp. is a Canadian-based cannabis sector brand and distribution company emerging as a true vertical integrator in California's legal cannabis space serving recreational and wellness markets. The Company's U.S. holdings are comprised of assets set up as a vertical stack including a distribution arm through BRAVO DISTRO; branding, packaging, manufacturing & processing carried out through MOJAVE JANE and CALIGOLD; and cultivation to scale via COACHELLAGRO and 420 REALTY. Operating out of licensed strategic locations within the state, High Hampton is leveraging its brand-focused business model to generate sustainable profits delivering quality product by recognized brands.

About Bad Supper

Bad Supper is a brand venture studio based in Los Angeles that specializes in forward thinking product design, marketing and branding. More than just a gun for hire, Bad Supper concepts and builds original products in-house from the ground up, while also partnering with strategic companies to bring ideas to life. By merging regulated category experience, contacts and capital, founding

partners Abe Cortes and Taylor Davies have built a creative ecosystem where anything can be made. Previous partners include made by Science, AB InBev, Eaze, Hustler, Toyota, Beats and many others. For more, visit badsupper.com.

Social Media

Facebook: [facebook.com/highhampton](https://www.facebook.com/highhampton)

Twitter: twitter.com/highhamptonHC

LinkedIn: [linkedin.com/HighHampton](https://www.linkedin.com/HighHampton)

CALIGOLD Instagram: <https://www.instagram.com/caligoldofficial>

Stock Exchanges

High Hampton trades in Canada, ticker symbol HC on the CSE, and in Europe, ticker symbol 0HCN on the FSE. Neither the CSE, nor the FSE has approved nor disapproved the contents of this press release. Neither the CSE, nor the FSE accepts responsibility for the adequacy or accuracy of this release.

Marijuana Industry Involvement

Canadian listings (CSE) will remain in good standing as long as they provide the disclosure that is rightly required by regulators and complying with applicable licensing requirements and the regulatory framework enacted by the applicable state in which they operate. Marijuana is legal in certain states however marijuana remains illegal under US federal law and the approach to enforcement of US federal law against marijuana is subject to change. Shareholders and investors need to be aware that adverse enforcement actions could affect their investments and that High Hampton's ability to access private and public capital could be affected and or could not be available to support continuing operations.

On behalf of the Board of Directors

High Hampton Holdings Corp.

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words "could", "intend", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company's current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. In particular, this release contains forward-looking information relating to the intention of the parties to complete the Acquisition and certain ancillary transactions contemplated thereby. These transactions are subject to a number of material risks, and there is no assurance that they will be completed on the terms or within the timeframes currently contemplated, or at all. The forward-looking information contained in this press release is made as of the date hereof and the Company is not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward-looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

All monetary references herein refer to Canadian dollars unless otherwise specified.

SOURCE High Hampton Holdings Corp.

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For further information: please contact: 8 Wellington St. E. Mezzanine Level | Toronto, On | M5E 1C5 | www.HighHampton.com; Gary Latham, Chief Executive Officer & Director, Email: glatham@highhampton.com, Phone: 703.629.5338

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