



## **GAIA'S GREEN ROOM SET TO CAPITALIZE ON BC REGULATORY CHANGE ALLOWING FOR RETAIL CANNABIS DELIVERY**

Vancouver, British Columbia – July 15, 2021 – Gaia Grow Corp. (the “**Company**” or “**Gaia**”) (CSE: GAIA; Frankfurt: GG0) announces that it will seek to capitalize on regulatory changes announced by the B.C. government with its decision to greenlight cannabis home delivery. Through its wholly-owned subsidiaries (collectively, “**Green Room**”), the Company has operating cannabis retail locations in Nelson and Squamish British Columbia.

With the anticipation of this regulatory change, Green Room has spent the previous 9 months developing its ecommerce platform. With its initial launch for contactless pick-up options, the ongoing optimizations have enabled a best-in-class customer experience through its SEO, multi-store fulfillment model, and SMS notification system, to name a few that will allow for a seamless deployment of the delivery platform.

Green Room's attention to digital assets has accelerated the brand's future strategy for cannabis retail and ecommerce, now further realizing its aspirations of a multi-channel experience for its customers. The B.C. government's decision to allow delivery has been part of a plan to shrink the illicit market, keep products away from youth, create a strong cannabis sector, and allow retailers to thrive in an increasingly competitive industry.

Both the Squamish and Nelson stores will have their own delivery vehicles and will be open for delivery. Powell River locations will open with the same delivery platform once they are approved.

“Green Room is ready and enabled to expand our service model” said Frederick Pels, CEO of Gaia. “We now have another way to meet the needs of our BC customers, allowing them to order cannabis and have it delivered safely and conveniently. We applaud the decision by the BC government and will continue to position ourselves to be able to utilize all tools available to provide the best experience for our customers.”

Delivery and in store pickup will be available on Green Room's website [www.getgreenhere.com](http://www.getgreenhere.com)

The Company will be diligently posting updates through videos from the official company YouTube channel <https://www.youtube.com/channel/UC7tbvsY5gl2CrlsESYkbbgw>

Please join the conversation on our GAIA group supporter's telegram group at <https://t.me/gaiagrow> and visit us online at <https://www.gaiagrow.com/>

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The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this release.

### **CAUTIONARY AND FORWARD-LOOKING STATEMENTS**

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*Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the risks associated with the hemp industry in general such as operational risks in growing; competition; incorrect assessment of the value and potential benefits of various transactions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release.*