



PACROOTS

THE FUTURE OF GENETICS
CSE: PACR | OTCQB: PARCF | FSE: 4XM

For Immediate Release

September 9, 2021

PAC ROOTS ANNOUNCES NEW CEO & BOARD MEMBER

Pac Roots Cannabis Corp. (“PacRoots” or the “Company”) (CSE: PACR) (OTCQB: PARCF) (FSE:4XM) is pleased to announce effective September 8th, 2021 Chris Farnworth has been appointed as the new CEO and Director of the Company. Patrick Elliott has resigned as CEO and Board member but will remain part of Pac Roots as a strategic advisor.

Mr. Farnworth is a business management and corporate finance executive with over 30 years of experience in the public and private sectors. His focused experience is in cannabis, health and wellness, stem cell research, ESG businesses. He has extensive worldwide business development, sales and operational experience with large and small multi-national companies. Mr. Farnworth has successfully established joint ventures, distribution channels, acquisition, and sub licensing agreements. A former Vice President of Business Development of Cancana Resources (now Meridian Mining) TSX Venture Exchange Top 50 Mining Company, ranked 9th. He also is a director of Swiss BioTech Group, Zero Carbon Technologies, UNIVEC Inc. advisor to SperoPharm Cannabis, Zurich, and STS Capital Advisors.

“As the incoming CEO, it is my responsibility to lead Pac Roots towards our goal of becoming a significant player in the cannabis and branded retail space.

Over the next few months, we will be taking significant steps to increase our brand awareness along with our joint venture subsidiaries, Rock Creek Farms, Lords of Grasstown and Phenome One Corp. I feel an enormous responsibility to bring maximum value to our team, stakeholders, and shareholders. I have already been active with the company and will continue to work tirelessly towards our objectives. I would like to thank the former management team, especially Patrick Elliott for driving the Company to where it is today. His hard work and dedication has proven invaluable, and I’m pleased Mr. Elliott will remain part of advisory team.” Stated Chris Farnworth, CEO of Pac Roots.

About PacRoots

PacRoots Cannabis is the future of genetics. By focusing on elite genetic development, the company expects to maximize the quality of its products, while keeping yields and profit margins high. Pac Roots has formed a strategic partnership with Phenome One, giving the Company complete access to one of the largest live genetic libraries in Canada composed of the finest cultivars. The Company will use these genetics to develop unique strains with various beneficial characteristics. The 350+ licensed live cultivars and over 1800 seed varieties are the result of a meticulous gene selection process, whereby Phenome One filters through as many as 600 individual plants to lock in a specific phenotype for a single strain. Tailored elite cultivars are then selected for indoor or outdoor cultivation based on various environmental, biological, medical and market driven factors. Visit www.pacroots.ca



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ON BEHALF OF PAC ROOTS CANNABIS CORP.

(signed) “Chris Farnworth”
Chief Executive Officer

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Certain statements included in this press release constitute forward-looking information or statements (collectively, “forward-looking statements”), including those identified by the expressions “anticipate”, “believe”, “plan”, “estimate”, “expect”, “intend”, “may”, “should” and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This press release contains forward looking statements. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors.

Statements about the Company’s future plans with its joint venture partners are all forward-looking information.

Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Factors that could cause the actual results to differ materially from those in forward-looking statements include failure to obtain a Cannabis Act license in a timely manner or at all, the continued availability of capital and financing, and general economic, market or business conditions, including the effects of COVID-19. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. Although such statements are based on management’s reasonable assumptions, there can be no assurance that the statements will prove to be accurate or that management’s expectations or estimates of future developments, circumstances or results will materialize. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company’s forward-looking statements.

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