



PACROOTS

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

For Immediate Release

October 19th, 2021

**PAC ROOTS ANNOUNCES THE APPOINTMENT OF GEOFF BALDERSON
AS CHIEF FINANCIAL OFFICER**

Pac Roots Cannabis Corp. (“Pac Roots” or the “Company”) (CSE: PACR) (OTCQB: PARCF) (FSE:4XM) is pleased to announce the appointment of Mr. Geoff Balderson as Chief Financial Officer for the Company. Mr. Balderson has over 20 years of capital markets experience having worked in both public and private practice. Mr. Balderson is a principal of Harmony Corporate Ltd., providing corporate advisory, accounting, filing and secretarial services to a multitude of publicly traded companies. Prior to his years in private business, Mr. Balderson was an investment advisor at both Union Securities and Georgia Pacific Securities and is a University of British Columbia graduate in Marketing and Sales Management.

Mr. Balderson replaces James Henning as Chief Financial Officer. “Having worked with Geoff over a number of years in a number of TSX and CSE listed companies, I am pleased to welcome Geoff to the Pac Roots team. I would like to thank Jim for his service to the company his hard work and dedication has proven invaluable.” stated Chris Farnworth, CEO of Pac Roots.”

In the company’s new release of Sept 8th, 2021, CEO Chris Farnworth stated, “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. 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”

About Pac Roots

Pac Roots 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

ON BEHALF OF PAC ROOTS CANNABIS CORP.

(signed) “Chris Farnworth”
Chief Executive Officer

For further information, please contact:

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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 facility expansion plans or Cannabis Act license application 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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