



A LIFESTYLE BRANDING COMPANY
CSE: LRDS | OTCQB: LRDSF | FSE: 4XM

For Immediate Release

January 17, 2023

**LORDS & COMPANY WORLDWIDE HOLDINGS INC. PROVIDES CORPORATE UPDATE ON
LORDS LIFESTYLE BRANDS AND HEMP PRODUCTION**

Lords & Company Worldwide Holdings Inc. (**CSE: LRDS | OTCQB: LRDSF | FSE: 4XM**) in April 2022 launched its eCommerce platform, Lords is rapidly growing into a formidable e-Commerce organization focused on expansion of Lord's brands products in the cannabis, men's supplements, natural health and wellness products market. Powered by a proprietary technology platform, the company has created an e-Commerce Ecosystem to scale its Lords brands in the domestic and USA markets. Since the launch in April of last year our e-Commerce platform with our strategic supplier partners. Lord's is looking to build on our successful 2022 year and expand our engagement on social media and increase brand visibility, which resonates with the Lord's lifestyle culture.

In other news, the company has processed over 200 kilograms of crude with 87 hemp bales from the 2020 crop and approximately 138 hemp bales from the 2021 crop ready for processing cultivation. Processing of the balance of 225 bales under an existing production agreement at the Speak Easy facility (currently in receivership) adjacent to the company's Rock Creek joint venture 100-acre cultivation property is expected to be completed by the middle of February, 2023. This represents a sale of potentially 100 per cent of the production from its Rock Creek joint venture subject to final laboratory testing.

The company has terminated its planned Kelowna facility. The challenges that have affected many businesses due to COVID, and the price and availability of construction materials and subcontractors have led to the company being given notice to vacate its facility. Lords & Company still plans to build a Health Canada-licensed production facility in British Columbia as part of the next phase in the global expansion of its cannabis vertical. The company is currently evaluating several facility options to complete its application for a Health Canada licence currently on hold due. This includes the possible expansion of its Rock Creek joint venture to include a purpose-built indoor facility. Its Rock Creek venture currently operates under health licence No. LIC-XLTCFIAQA9-2019-2:

- To cultivate industrial hemp for the following forms: seed, grain, fibre, flowering heads, leaves and branches;
- To sell industrial hemp: seed, grain, flowering heads, leaves or branches;
- To import seed at the company's Rock Creek joint venture farm at 1520 Myers Creek Rd., British Columbia.
- Plans in process to seed hemp on our 100-acre joint venture, subject to market conditions.



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Chris Farnworth, CEO and international business development chief strategist, said, "In 2023 Lords will continue to increase its social media presence and drive sales with our e-Commerce platform by increasing customer traffic and expanding our product offerings."

Under Lords' long-term plan, consumers in North America will have the broadest access to the company's medical cannabis brands and product choices on our e-Commerce and pharmacy delivery platform. Subject to local regulatory approvals, Lords' global portfolio of medical cannabis products includes high-quality and GMP-certified flower, oils, vapes, edibles and topicals. Lords will continue to expand its offering to customers worldwide.

ON BEHALF OF LORDS & COMPANY WORLDWIDE HOLDINGS INC.

(signed) "Chris Farnworth"
Chief Executive Officer

For further information, please contact:
Lords & Company Worldwide Holdings Inc.
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