

Delota Corp. Celebrates 10th Anniversary of 180 Smoke

After 10 years, 180 Smoke has become the largest omnichannel vape retailer in Ontario

Vaughan, Ontario--(Newsfile Corp. - July 12, 2023) - Delota Corp. (CSE: LOTA) ("**Delota**" or the "**Company**") spearheads the smoke-free revolution in Canada, catering to adult consumers seeking alternatives to traditional combustible tobacco. The Company is pleased to announce that its flagship vape brand, [180 Smoke Vape Store](#), is celebrating its 10th anniversary, and the Company is commemorating the occasion with a customer appreciation event on July 14, 2023.

The 180 Smoke brand was founded in 2013 and was acquired by Delota in March 2021. Currently, 180 Smoke has 28 retail locations across Ontario, and a nationwide e-commerce platform serving over 170,000 loyalty customer accounts.

Since its inception, the 180 Smoke brand was designed and positioned to provide adult consumers with alternatives to combustible tobacco, and continues to be the foundation for Delota's innovation, growth, and leadership in transitioning Canadians towards a smoke-free future.

The customer appreciation event will be held on **Friday, July 14, 2023, between 2:30 PM and 7:30 PM EST**.

Location:

180 Smoke's first brick-and-mortar retail location:
657 Yonge Street
Toronto, ON
M4Y 1Z9

Details:

- Complimentary beverages and light refreshments for all attendees;
- First 30 event attendees will receive a \$10 180 Smoke gift card;
- Customers that spend over \$80 (pre-tax) will receive a \$10 180 Smoke gift card and customers that spend over \$120 (pre-tax) will receive a \$25 180 Smoke gift card;
- Free branded swag will be given out to all attendees (while supplies last); and
- To attend the event or purchase goods from 180 Smoke, you must be 19 or older.

"We are proud that we've been able to make 180 Smoke the largest omnichannel vape retailer in Ontario," said Christina Pan, Delota's Chief Operating Officer. "We sincerely thank the Canadian vaping community for their support and for making 180 Smoke their trusted vape destination. We remain dedicated to offering curated products, an unparalleled retail experience, and assisting customers in their transition away from smoking."

About Delota Corp.

Delota Corp. (CSE: LOTA) spearheads the smoke-free revolution in Canada, catering to adult consumers seeking alternatives to traditional combustible tobacco. With a strong emphasis on delivering exceptional retail experiences and carefully curated product offerings, the Company is dedicated to redefining the way people transition away from smoking. Delota's flagship brand, 180 Smoke Vape Store, stands as Ontario's largest specialty omnichannel vape retailer, fueling innovation,

growth, and leadership in the retail vape space.

Cautionary Statements

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance of the Company. The use of any of the words "could", "intend", "expect", "believe", "will", "may", "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 Company's goal to build the most popular retail cannabis and nicotine brands in Canada by aggressively growing its retail footprint and developing retail banners that resonate with a loyal and growing cannabis and nicotine customer base. Those assumptions and factors are based on information currently available to the parties. The material factors and assumptions include continuing customer demand for the Company's products, the Company's ability to develop popular cannabis and nicotine brands, the Company's ability to expand its retail footprint in Canada, and other risks. The forward-looking information contained in this release is made as of the date hereof and the parties are 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.

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