

Delota Corp. and Parkdale Community Food Bank form CSR Partnership

VAUGHAN, ONTARIO – July 26, 2023 – Delota Corp. ("**Delota**" or the "**Company**") (CSE: LOTA) spearheads the smoke-free revolution in Canada, catering to adult consumers seeking alternatives to traditional combustible tobacco. The Company is pleased to announce a new corporate social responsibility ("CSR") initiative with [Parkdale Community Food Bank](#) ("PCFB"), a registered Canadian charity that has been serving Toronto's Parkdale community with the mission of ensuring access to barrier-free food, with choice, dignity and respect for all since 2007.



Delota kicked off the partnership with PCFB for Canada Day (and to celebrate [180 Smoke's – the Company's flagship vape brand – 10th anniversary](#)), with a donation campaign that ran from June 30, 2023 to July 2, 2023 whereby 180 Smoke contributed \$1 per transaction, ultimately donating \$5,000 to PCFB during the three-day period.

The Company would like to thank 180 Smoke's customers who made this first initiative such a success and is excited to announce an expanded collaboration with PCFB. Starting July 14, 2023, 180 Smoke customers can participate in a food donation drive at the following store locations:

- 171 East Liberty Street, Unit 118;
- 886 Bloor Street West;
- 657 Yonge Street;
- 429 Spadina Avenue, 2nd Floor;
- 393 Queen Street West; and
- 228 Queens Quay West, Unit 9.

"We would like to extend a warm invitation to all of our 180 Smoke customers to contribute to our ongoing efforts to combat hunger with PCFB by donating essential and non-perishable items at any of the participating stores," said Christina Pan, COO of Delota. "Your generosity can make a significant difference in the lives of those in need."

To ensure that donations are effective and beneficial, Delota asks that contributors limit donations to non-perishable food items, hygiene, baby, and pet products.

"As a proud Toronto-grown organization, we have a deep-rooted commitment to giving back to our vibrant city. We believe access to healthy food is a human right and we want to do our part to make sure the most vulnerable are being helped," said Pan. "By forging a partnership with the Parkdale Community Food Bank, we aim to harness the collective power of our stores, employees, networks, and customers to make meaningful differences. Together, we can build a brighter future for all."

About Parkdale Community Food Bank

The Parkdale Community Food Bank's mission is to ensure access to barrier-free food, with choice, dignity and respect for all. No questions asked, we provide food to anyone who seeks assistance from our program. We believe that access to high-quality, healthy food is a human right.

Beyond the provision of food, the Parkdale Community Food Bank must be a place of dignity, safety, respite and repose, where participants are made to feel that they are respected members of a community of mutual support. They share their gifts, and the resources available to them, based on their need, and according to their abilities.

We accept all of our community members in a non-judgmental manner. By the contribution of each member to the other, we seek to lift each other up.

Find out more about [PCFB here](#).

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.

Neither the Canadian Securities Exchange nor its Regulation Services Provider have reviewed or accept responsibility for the adequacy or accuracy of this release.

For further information, please contact:

Delota Corp.

Cameron Wickham

Executive Vice Chair and CEO

T: (905) 330-1602

E: info@delota.com

