

Maven Brands Inc. Announces Change to Shareholder Annual General and Special Meeting Items

Vernon, British Columbia – February 17, 2022 – Maven Brands Inc. (CSE: MJ) (OTC Pink: TRLFF) (FSE: TLA) ("Maven" or the "Company") announces that the proposed resolution to alter the authorized capital of the Company to create an unlimited number of Class A compressed shares, as set on pages 18 and 19 of the management information circular dated February 4, 2022 (the "**Circular**") prepared for the shareholder meeting to be held on March 17, 2022, will not be put to the shareholders for approval. Management will announce the resolution has been withdrawn at the meeting.

All other agenda items set out in the Circular will proceed.

About Maven Brands Inc.

Maven is a Licensed Producer of cannabis preparing to launch a program to provide path-to-market services for micro-cultivators. The program will operate from the Company's 19,500 square foot facility in Lumby, British Columbia, and offer a full suite of in-house processing services to the craft cannabis community. Learn more at www.mavenbrands.ca.

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Cautionary and Forward-Looking Statements

This news release contains "forward-looking statements" including, among other things, statements relating to the sales amendment to the Health Canada license of the Company, and the expected market for craft cannabis products. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". Forward-looking information is subject to known and unknown risks, uncertainties, and other factors that may cause the actual results, level of activity, performance, or achievements of Maven to be materially different from those expressed or implied by such forward-looking information, including but not limited to: whether or not the Company will be successful in raising additional capital in one or more offerings, which could differ based upon market conditions, the anticipated use of the net proceeds of such offerings, which could change as a result of market conditions or for other reasons, economic, competitive, geopolitical, and social uncertainties; regulatory risks; and other risks related to the cannabis industry. Forward-looking statements in this press release are expressly qualified by this cautionary statement. The forward-looking statements in this press release are made as of the date of this press release, and the Company undertakes no obligations to update publicly or to revise any of the included forward-looking statements, whether because of new information, future events or otherwise, except as expressly required by applicable securities law.

The Canadian Securities Exchange (operated by CNSX Markets Inc.) has neither approved nor disapproved of the contents of this press release.