

Christina Lake Announces Third-Party Service Providers for Investor Relations, Public Relations, and Media Production/Management

VANCOUVER, British Columbia, SEPTEMBER 29, 2020 - Christina Lake Cannabis Corp. (the “Company” or “CLC” or “Christina Lake Cannabis”) provides an overview of third-party service providers that it has retained to perform services for the Company that include investor relations (“IR”) and public relations (“PR”) as well as various production and management services for digital and social media. In accordance with disclosure guidelines, compensation terms and engagement durations (where applicable) are provided for each third party.

Jamie Frawley (IR)

Jamie Frawley is an experienced IR coordinator who has worked for firms to include First Canadian Capital Corp. and Catch Advisory Group. In these roles, Mr. Frawley specialized in clients in the resources sector (mining, oil/gas) as well as consumer packaged goods, where Frawley worked directly with Flow Hydration. Mr. Frawley is performing IR services for the Company for a monthly rate of CAD \$3,500 per month plus applicable taxes on a month-to-month agreement.

Hill + Knowlton Strategies (PR)

Hill + Knowlton Strategies (“HKS”) is a PR firm based in New York City, founded in 1927 with a presence in more than 40 countries. HKS is to provide corporate communications services for the Company including media outreach for CLC as it seeks to build its image in the cannabis cultivation industry and the capital markets. CLC is working with HKS’ office in Vancouver, BC. HKS has been paid an upfront fee of CAD \$17,500 plus applicable taxes, with a monthly fee of CAD \$5,000 plus applicable taxes for a term of five months.

Social B Marketing (Social Media)

Social B Marketing “SBM” is a social media consultancy based in Vancouver, BC which focuses on driving leads by cultivating organic engagement on popular social media channels. SBM is to create targeted original content for CLC’s social media profiles, and interact with members of the public to help build CLC’s brand and maintain a strong public image for the Company. SBM will be paid a monthly fee of CAD \$1,000 plus applicable taxes for a term of three months.

Stockhouse (Online Publishing)

Stockhouse (<http://stockhouse.com>) is a news and analysis portal for small cap companies on public stock markets with more than one million unique visitors per month. This provider has

been retained by the Company for a period of six months at a monthly rate of CAD \$7,500 plus applicable taxes.

CFN Media Group (Media Distribution)

CFN is an agency that operates a financial media network for the cannabis industry (<http://cannabisfn.com>). Through proprietary written and video content, as well as a distribution network that reaches executives, entrepreneurs, and consumers worldwide, CFN is to leverage its reach and in-house creative capabilities to drive publicity for CLC. For these services, CFN will be paid USD \$27,000 plus applicable taxes as a flat-rate retainer for a three-month term.

Think Ink Creative Digital Marketing (Online Media)

Think Ink leverages leading-edge technologies to steer traffic to clients' web properties, drive inquiries, and collect metrics regarding engagement with content. Services provided by Think Ink include SEM (search engine marketing), search retargeting, email campaigns, and social media optimization (e.g., using tactics such as geofencing). Think Ink is to be paid a flat fee of CAD \$75,000 plus applicable taxes for a six-month term.

Patrick Stark (Multimedia Production)

Vancouver-based digital media producer, retained to produce a professional-quality advertisement for CLC. A one-time fee of CAD \$3,500 plus applicable taxes was made to Mr. Stark for this service.

Any questions or comments regarding the Company's engagement of the third-party service providers may be directed to CLC's investor relations department.

About Christina Lake Cannabis Corp.

Christina Lake Cannabis Corp is a Licensed Producer of cannabis under the Cannabis Act which also received a Research and Development License from Health Canada on May 20, 2020. CLC's facility is comprised of a 32-acre property, which includes over 950,000 square feet of outdoor grow space, offices, propagation and drying rooms, as well as research facilities, and a facility dedicated to processing and extraction. CLC cultivates cannabis using strains specifically developed for outdoor cultivation and expects to produce 22,500 kg or more from its 32-acre facility before developing its adjacent 99-acre expansion property, which will bring its cultivation footprint to over 4.35 million square feet or over 88,000 kg of low-cost, high-quality, sun-grown cannabis annually.

For more information about CLC, please visit: www.clcannabis.com

On behalf of Christina Lake Cannabis Corp.:

“Joel Dumaresq”

Joel Dumaresq, CEO and Director

Jamie Frawley

Investor Relations

jamie@clcannabis.com

416-268-9432

Robyn Rabinovich

Media Inquiries

robyn.rabinovich@hkstrategies.ca

416-413-4775

Forward-Looking Information: This news release includes certain statements that may be deemed “forward-looking statements”. The use of any of the words “anticipate”, “continue”, “estimate”, “expect”, “may”, “will”, “would”, “project”, “should”, “believe” and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this News Release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company’s disclosure documents which can be found under the Company’s profile on www.sedar.com.