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TransCanna Seizes New Processing Opportunity and Expands Operations at Daly Street Building

Vancouver, BC, July 22nd, 2020 - TransCanna Holdings Inc. (CSE: TCAN: XETR: TH8) ("TransCanna" or the "Company") TransCanna announces that Lyfted Farms Inc. (a wholly-owned subsidiary) will build a processing division inside its Daly Street Building that was not originally planned in phase one in order to meet the increased demand for this service and ultimately increase profits margins.

Once operational, the division will oversee the trimming, drying, curing, grading and packaging of cannabis, and support TransCanna's strategy of vertical integration of the California cannabis market through distribution centers serving Northern California from the Daly Street building, and Southern California from the Company's recently announced Lemoore facility.

"Once we received our final State License for the Daly Building, our already existing demand increased significantly. To meet this demand and seize the opportunity we saw to really drive our bottom line margin through processing, we sped up the timeline to add processing at this level," said Bob Blink, TransCanna CEO. "We have the team and the space to execute this. Being agile enough to adapt to a changing market and identify opportunities for growth within it speaks to our collective mindset. When we run the numbers, we can see upon execution this service adding an additional 10% to our forecasted revenue targets." adds Blink.

"This will facilitate the larger strategy of the Daly facility becoming a central distribution point for Lyfted Branded products and a wholesale processing center," said Alan Applonie, company General Manager. "Converging marketing and buying interests into a single Northern California location gives state-wide buyers a broader range of products to purchase," he adds.

The Processor License is an additional license type not included in the original statute specifically added for processors. As this is a new business segment whilst being built out, the Company has submitted an application for a Processor License and anticipates approximately a 90-day timeline to receive it.

The Daly building's phase one deployment plan will also accommodate perpetual storage of at least 20,000 lbs. of cannabis flower in a climate-controlled atmosphere that will serve business-to-business cannabis market demand throughout California.

About TransCanna Holdings Inc.

TransCanna Holdings Inc. is a California based, Canadian listed, Company building cannabis-focused brands for the California lifestyle, through its wholly-owned California subsidiaries.

For further information, please visit the Company's website at www.transcanna.com or email the Company at info@transcanna.com.

On behalf of the Board of Directors
Bob Blink, CEO
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Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Statements

This release includes certain statements and information that may constitute forward-looking information within the meaning of applicable Canadian securities laws or forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements relate to future events or future performance and reflect the expectations or beliefs regarding future events of management of the Company. Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as "intends" or "anticipates", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "should", "would" or "occur". This information and these statements referred to herein as "forward-looking statements", are not historical facts, are made as of the date of this news release and include without limitation estimates and forecasts and statements as to management's expectations for growth and the commencement of operations of the Company's Daly facility.

The forward-looking information in this press release is based upon certain assumptions that management considers reasonable in the circumstances, including that operations will commence at the Company's Daly facility in Modesto, California, as and when expected.

These forward-looking statements involve numerous known and unknown risks, uncertainties and other factors that may cause actual results, events or developments to be materially from any future results, events or developments expressed or implied by such forward-looking statements. Risks and uncertainties associated with the forward-looking information in this news release include, among others, dependence on obtaining and maintaining regulatory approvals, including state, local or other licenses and any inability to obtain all necessary governmental approvals licenses and permits to complete upgrades to its Daly facility in a timely manner; engaging in activities which currently are illegal under U.S. federal law and the uncertainty of existing

protection from U.S. federal or other prosecution; regulatory or political change such as changes in applicable laws and regulations, including U.S. state-law legalization, particularly in California, due to inconsistent public opinion, perception of the medical-use and adult-use marijuana industry, bureaucratic delays or inefficiencies or any other reasons; any other factors or developments which may hinder market growth;; reliance on management; and the effect of capital market conditions and other factors (including those related to the COVID-19 pandemic) on capital availability; competition, including from more established or better financed competitors; and the need to secure and maintain corporate alliances and partnerships, including with customers and suppliers.

Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements and forward-looking information. The Company does not undertake to update any forward-looking statement, forward-looking information or financial out-look, except in accordance with applicable securities laws.