

TransCanna Launching Two of the Most Powerful Cannabis Strains on the Market This Weekend

VICE TV Celebrities and over 10,000 Fans to Attend

Vancouver, British Columbia--(Newsfile Corp. - March 26, 2021) - **TransCanna Holdings Inc.** (CSE: TCAN) (OTC PINK: TCNAF) (FSE: TH8) ("TransCanna" or the "Company") and its wholly-owned subsidiary Lyfted Farms, is thrilled to announce two much-anticipated new product launches this weekend in San Diego, California.

Lyfted Farms, renowned in the industry for its masterful cultivation techniques and unique and powerful strains of exotic cannabis flower, will tease two new very potent strains to 10,000 existing and potential consumers at the Barona Raceway near San Diego tomorrow, Saturday, March 27th.

VICE TV celebrities "Donkmaster" Sage Thomas and "Country C" will be championing and promoting the launch directly to the audience at the Raceway, and limited 'first taste' products will be available for sale on-site through a licensed delivery service.

The new THC-dominant strains, *Carolina Cantaloupe*, and *Heads Up Pro-Tree*, with 31% and 25% THC respectively, will rank among some of the most potent THC strains to come onto the market in 2021. The strains are proprietary to Lyfted Farms and have never before been sampled by consumers.

"This kind of direct-to-consumer loyalty and relationship-building is the central theme of our marketing and how we differentiate," said Shaun Serpa, Marketing Director for Lyfted Farms. "We are actively in, on the ground, and arm in arm with our consumers, where they celebrate their passions, like drag racing, and idols, like Donkmaster and Country C. This is how they know we are the real deal."

Donkmaster and Country C will personally be on-hand to meet and greet fans and further promote the new strains on Sunday March 28th at the COOKIES La Mesa retail store in San Diego.

COOKIES, with over 25 retail locations throughout the United States, is one of the most authentic and well-respected cannabis lifestyle brands in the country and is set to massively scale its retail footprint in 2021 and beyond.

Immediately following the exclusive launch events at Barona Raceway and COOKIES, full distribution of the new strains will roll out to additional select Lyfted Farms retail dispensaries.

About TransCanna

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

TransCanna's wholly owned subsidiary Lyfted Farms is California's authentic cannabis brand whose pioneering spirit has been continuously providing the finest cannabis flower genetics and cultivation methods since 1984. The Lyfted Farms brand of exclusive cannabis flower is sold at premium retailers throughout the state. With its new cultivation facility in Daly, California, the company is now poised to become one of the largest and most efficient vertically integrated cannabis companies in the California market.

For updated information with respect to our company, please see our filings on SEDAR at www.sedar.com and on the CSE at www.thecse.com.

On behalf of the Board of Directors
Bob Blink, CEO

Corporate Communications:
Hybrid Financial @hybridtcan
irteam@transcanna.com
604-800-3589

FORWARD LOOKING INFORMATION:

Certain information in this release may contain forward-looking statements, such as statements regarding future expansions and cost savings and plans regarding production increases and financings. This information is based on current expectations and assumptions, including assumptions concerning the completion of the expansion of the Daly Facility, government approval of pro-cannabis policies, greater access to financial services and increased cultivation capacity, that are subject to significant risks and uncertainties that are difficult to predict. Actual results might differ materially from results suggested in any forward-looking statements. Risks that could cause results to differ from those stated in the forward-looking statements in this release include unexpected increases in operating costs, a continued strain on farmers due to fires and the Coronavirus pandemic and competition from other retailers. All forward-looking statements, including any financial outlook or future-oriented financial information, contained in this release are made as of the date of this release and are included for the purpose of providing information about management's current expectations and plans relating to the future. The Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements unless and until required by securities laws applicable to the Company. Additional information identifying risks and uncertainties is contained in the Company's filings with the Canadian securities regulators, which filings are available at www.sedar.com.

Neither the Canadian Securities Exchange ("CSE") nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.



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