



For Immediate Release

April 10, 2024

HERBAL DISPATCH EXPANDS BRAND PORTFOLIO WITH LAUNCH OF NEW BRAND - HAPPY HOUR

Vancouver, B.C. – Herbal Dispatch Inc. (CSE: HERB) (“Herbal Dispatch” or the “Company”) is pleased to announce the launch of Happy Hour, the newest addition to Herbal Dispatch’s expanding range of consumer-forward cannabis products. The Happy Hour lineup offers consumers a blend of affordability and accessibility with a high potency-to-price ratio across a wide range of product formats, including flower, pre-rolls, vapes, concentrates and edibles.

Happy Hour’s marketing will target a wide audience, offering an enticing combination of approachable pricing and potency. Designed to appeal to both seasoned enthusiasts and newcomers alike, Happy Hour promises a satisfying experience for all.

"We are excited to unveil Happy Hour as part of our commitment to offering diverse and compelling options to our valued retailers and customers," said Philip Campbell, Herbal Dispatch CEO. "With its accessible pricing and exceptional quality, Happy Hour embodies our dedication to delivering excellence in every aspect of the cannabis experience."

Chester Ku-Lea, Herbal Dispatch’s Head of Marketing commented “Happy Hour’s mission is to provide a diverse range of value-focused cannabis products, while promoting a laid-back attitude. The brand embodies fun, accessibility, and affordability through a friendly and upbeat communication strategy. We invite consumers to elevate their cannabis journey with Happy Hour’s enticing new product offering”.

The Happy Hour brand launched seven SKUs and has been well received with an initial order of 1,000 cases through BC Central Distribution.

For further information, please visit www.herbaldispatch.com/collections/happy-hour

ABOUT HERBAL DISPATCH INC.

The Company owns and operates leading cannabis e-commerce platforms and is dedicated to providing top quality cannabis to informed consumers at affordable pricing. The Company’s flagship cannabis marketplace, *herbaldispatch.com*, is a trusted source for exclusive access to small-batch craft cannabis flower and a wide-array of other product formats. The Company’s common shares trade on the Canadian Securities Exchange under the symbol “HERB”

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CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION:

Certain statements in this news release, including statements or information containing terminology such as “anticipate”, “believe”, “intend”, “expect”, “estimate”, “may”, “could”, “will”, and similar expressions constitute “forward-looking statements” within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, that address activities, events, or developments that the Company or a third party expect or anticipate will or may occur in the future, including the Company’s future growth, results of operations, performance, and business prospects and opportunities are forward-looking statements. These forward-looking statements reflect the Company’s current beliefs and are based on information currently available to the Company. These statements require the Company to make assumptions it believes are reasonable and are subject to inherent risks and uncertainties.

Actual results and developments may differ materially from the anticipated results and developments discussed in the forward-looking statements as certain of these risks and uncertainties are beyond the Company’s control. These risk factors are interdependent and the impact of any one risk or uncertainty on a particular forward-looking statement is not determinable. Examples of forward-looking statements in this news release and the key assumptions and risk factors involved in such statements include, but are not limited to, the future success of the Company’s Happy Hour brand. The successful execution of this initiative is subject to a number of risks and uncertainties, including industry competition, and future customer demand for the Company’s products, among others.

Consequently, all of the forward-looking statements made in this news release are qualified by these cautionary statements and other cautionary statements or factors contained herein, and there can be no assurance that the actual results or developments will be realized or, even if substantially realized, that they will have the expected effects on the Company. These forward-looking statements are made as of the date of this news release. Except as required by applicable securities legislation, the Company assumes no obligation to update publicly or revise any forward-looking statements to reflect subsequent information, events, or circumstances.

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