

Verve Beverage Company Announces Production

Weekend Unlimited WHOLLY OWNED Beverage Company Launches its Brands

NEW YORK, March 14, 2019 /CNW/ -- **Weekend Unlimited Inc.** (CSE: POT) (FSE: 0OS1) (OTCQB: WKULF) ("Weekend" or the "Company") is pleased to announce that Verve Beverage Company (VBC) has scheduled production for its CHAMP Energy and Verve beverage lines.

"We specifically targeted this point in time to launch our Full Spectrum Hemp products into the market as part of our activation at the HEMP TODAY experience at SXSW™ this week," said Mr. Brad Robb, President of VBC.

Operational Highlights:

- First large (60,000 bottles per sku) commercial production run of CHAMP Energy Functional RTD beverages will be ready for retail distribution beginning the week of March 18th
- First initial production run (5000 bottles per sku) of CHAMP Full Spectrum Hemp (30mg) functional RTD beverages for retail distribution March 18th
- March 12th - 15th CHAMP Full Spectrum Hemp product launch at South by South West. This event will host 1000+ VIP guests over a two-day period where Weekend Unlimited LIVE and CHAMP will host high level influential people from a variety of channels as VIP sponsor to the SXSW Official HEMP TODAY educational activation
- Verve's new 12oz can production to commence March 31st, with one additional sku called Verve Burn, a protein formulation scheduled to follow in April

"This represents a significant achievement for the Company, launching our brands with a focus on revenue generation. The VBC brand team is advancing their plan to reach market right on our schedule, the responses to the product line from distributors has allowed us to produce an aggressive first run to accelerate the build out and recognition of VBC's product brands into the consumer marketplace," said Weekend Unlimited President and CEO, Mr. Paul Chu.

About Weekend Unlimited Inc.

Weekend Unlimited is capitalizing on its vast industry relationships to establish a lifestyle brand featuring premium products and delivering life's highest moments. The company aggregates and scales small to medium brands, primarily in the categories of flower, extracts and edibles. Weekend Unlimited brands have best of class operations, distribution and strong revenue trajectories, making them ideal candidates for the deployment of capital and expertise through access to technologies, infrastructure and centralized systems. Learn more at www.weekendunlimited.com

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

Certain information set forth in this news release may contain forward-looking statements that involve substantial known and unknown risks and uncertainties. All statements other than statements of historical fact are forward-looking statements, including, without limitation, statements regarding future financial position, business strategy, use of proceeds, corporate vision, proposed acquisitions,

partnerships, joint-ventures and strategic alliances and co-operations, budgets, cost and plans and objectives of or involving the Company. Such forward-looking information reflects management's current beliefs and is based on information currently available to management. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "predicts", "intends", "targets", "aims", "anticipates" or "believes" or variations (including negative variations) of such words and phrases or may be identified by statements to the effect that certain actions "may", "could", "should", "would", "might" or "will" be taken, occur or be achieved. A number of known and unknown risks, uncertainties and other factors may cause the actual results or performance to materially differ from any future results or performance expressed or implied by the forward-looking information. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond the control of the Company including, but not limited to, the impact of general economic conditions, industry conditions and dependence upon regulatory approvals. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward-looking statements. The Company does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by securities laws.

For further information, please contact::

Mr. Paul Chu
President and CEO
Telephone: +1 (236) 317-2812
Toll free 1(888) 556-9656
E-mail: IR@weekendunlimited.com

SOURCE Weekend Unlimited Inc.

View original content: <http://www.newswire.ca/en/releases/archive/March2019/25/c7518.html>

%SEDAR: 00046886E

CO: Weekend Unlimited Inc.

CNW 14:59e 25-MAR-19