



Weekend Unlimited Launches New Visual Identity Distribution of new pop art product line to launch in May

New York, NY (April 10, 2019) - Weekend Unlimited Inc. ("Weekend" or the "Company") (CSE: POT - FSE: 0OSI - OTCQB: WKULF) today announced the launch of a new brand identity, redesigned logo, and product portfolio designs to reflect the Company's commitment to becoming the most recognizable recreational lifestyle brand in cannabis.

"Our new branding is based on our extensive experience building consumer packaged goods brands and the trends we uncovered through consumer and industry research," continued Mr. Chu. "Though the cannabis industry is nascent, we believe authentic brands with compelling stories and dependable, high-quality products will win. Our new brand connects our products to consumers in a way that is approachable and fun."

Weekend Unveils New Logo

The new brand identity features a logo with the Weekend Unlimited name abbreviated WKND! in a simple, lower-case typeface in several colors, highlighting the emotions and lifestyles associated with the company's products. Abbreviating the brand name to wknd! establishes an iconic, memorable mark that can apply to products and merchandise inviting an immediate connection to everyone's favorite time of the week.

The new Weekend Unlimited logo includes the colors blue, orange, violet and green - colors that reflect trust, excitement and enthusiasm, self-awareness, growth and abundance. The new logo will be featured on all the Company's products, whether primary on the WKND! line of products, or as an umbrella positioning with the Company's Verve, CHAMP and Canna Candys brands. This will serve to unite the portfolio under a single banner, reflecting the company's emergence as leading recreational cannabis lifestyle and wellness brand.

Weekend Launches New Products

The new product line includes disposable vaporizer pens with proprietary formulations of CBD and THC, a line of pre-rolled cannabis cigarettes, hemp-based gummies, an anti-inflammatory pain relief tincture, a pain relief cream, and an intimacy play spray. The new brand and product line will begin its rollout in May 2019.

Mr. Paul Chu continued, "Our new logo concept captures our excitement in building our brand. It draws attention and encourages engagement. Our new products will demonstrate Weekend's ability to deliver unique, high-quality cannabis and CBD products that customers will want to try, then buy again. We look forward to delivering on the promise of our brand by creating the best products, period."

To learn more, please visit www.weekendunlimited.com.



Members of the media can request a comprehensive media kit by emailing media@weekendunlimited.com.

TWEET THIS: @WeekndUnlimited unveils new product look and launches new products.
<http://tiny.cc/zv1z4y>

About Weekend Unlimited Inc.

Weekend Unlimited is a lifestyle-based recreational cannabis company. The company is developing premium products designed to deliver life's highs, anytime, anywhere. With U.S. operations based in, or being negotiated in California, Oklahoma, and Washington, a beverage division in Arizona, an international presence in Canada and Jamaica, and a unique entertainment and education division (Weekend Live!), Weekend Unlimited is well-positioned to launch and scale the brands that will define recreational cannabis. Learn more at www.weekendunlimited.com

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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.