



For Immediate Release

Weekend Unlimited Develops Sales Management System *Extensive Consultation with Retailers and Sales Team leads to custom solution that will expedite product ordering, delivery and tracking*

Vancouver, BC (June 27th, 2019) - Weekend Unlimited Inc. ("Weekend" or the "Company") (CSE: POT - FSE: 0OSI - OTCQB: WKULF) has advanced its go to market strategy with the implementation of a customized technology platform that will allow the Company to scale growth in specific markets and expand to new markets efficiently.

“In preparation for the launch of our flagship brand, it has been a top priority to develop and implement a system to not only support production, sales and distribution, but to do so in a way that makes it easier for our customers and sales team to connect in a way that will be a sales feature for us and grow loyalty,” said Chris Backus, Weekend President and CEO.

Weekend is implementing an enterprise CRM, sales order and inventory management system in order to streamline and gain efficiency in its B2B sales and fulfilment process. By implementing a modern, best-of-breed system, Weekend is providing its customers a frictionless ordering experience, while empowering its sales team to visualize its sales pipeline, predict upcoming orders, and ensuring its fulfilment centers maintain adequate product inventory to meet upcoming demand.

Weekend Sales Management System Highlights:

- Fully integrated, tailored customer relationship management, sales and inventory system
- Frictionless ordering experience
- Sales team provided with predictive analytics
- Inventory management to ensure fulfilment on timely basis
- Scalable model to support expansion

“We have approached this development with the goal of providing a best of breed system that will differentiate the experience retailers have with our company and our products, making it more efficient and easier to work with us, with the ultimate goal of selling more product,” added Mr. Backus. “We have done so with the mandate to develop a system that can be proven in Washington State and be scaled to new states as we expand over the coming months.”

For further information, please contact:

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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 a presence in both the U.S. and Canada - 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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