



For Immediate Release

WEEKEND IN FINAL DEVELOPMENT OF HEMP DERIVED CBD PRODUCT LINE FOR ONLINE AND RETAIL SALES IN USA

WKND! WELLNESS LINE WILL DELIVER USA NATIONWIDE REACH WITH ROBUST HEMP DERIVED CBD PRODUCT LINE

Vancouver, BC (September 19th, 2019) - Weekend Unlimited Inc. ("Weekend" or the "Company") (CSE: POT - FSE: 00S1 - OTCQB: WKULF) a lifestyle cannabis company, is pleased to announce it will enter the hemp derived CBD space with its WKND! Wellness product line for online and retail distribution and sales.

"WKND! Wellness is an online and retail CBD product portfolio that has been in development for months as we identified this as a lucrative and important strategy to grow the brand where we can scale to demand," said Chris Backus, Weekend President and CEO. "We have developed and formulated a comprehensive product offering coupled with a multifaceted online marketing program to drive awareness and sales as we enter the final stages to launch with online sales by November 2019."

WKND Wellness Highlights:

- WKND! wellness will launch its hemp derived CBD portfolio with 4 products, including Body Butter, Full Spectrum Tincture, Cooling Gel, and Capsules, representing the top selling product types in the hemp derived CBD industry
- Products are made in the USA
- WKND! Wellness Products are Good Manufacturing Process (GMP) certified
- Products are 3rd party lab tested for purity and potency
- WKND! Wellness Products will be sold online and in retail stores and will be available in all legal states
- Customers will be able quickly and easily purchase through our mobile-optimized website using major credit cards
- WKND! Wellness brand will be promoted in association with social media influencers, through digital ads, and affiliate relationships
- Manufacturing and fulfilment system is capable of scaling up to accommodate thousands of orders per day

Launching the WKND! Wellness online CBD portfolio extends the Company's presence and market penetration significantly. Weekend Unlimited's WKND! Wellness CBD products are all Weekend Unlimited Inc.

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hemp derived and aimed at consumers living active lifestyles, including women who make health and wellness decisions for themselves and their families.

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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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.

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