



For Immediate Release

**DRAFT**

## **WEEKEND UNLIMITED LAUNCHES WKND! WELLNESS HEMP DERIVED CBD ONLINE RETAIL SHOP**

WKND! BRANDED HEMP DERIVED CBD PRODUCTS NOW SELLING ONLINE ACROSS USA AT **[WWW.WKNDWELLNESS.COM](http://WWW.WKNDWELLNESS.COM)**

**Vancouver, BC (October 24th, 2019) - Weekend Unlimited Inc. ("Weekend" or the "Company") (CSE: POT - FSE: 00S1 - OTCQB: WKULF)** a lifestyle cannabis company, announces that it has launched its WKND! Wellness hemp derived CBD online retail shop for USA customers at **[www.wkndwellness.com](http://www.wkndwellness.com)**.

"We indicated last month that the Company's hemp derived CBD product portfolio was in the final stages of development and now with the launch of the online store to sell that product portfolio our plan is being executed with tremendous efficiency," said President and CEO, Mr. Chris Backus. "WKND! Wellness is a lifestyle-based hemp and CBD product line that is an ideal fit for online retail. In addition to generating revenue, we see this as a major step in expanding the brand's reach and recognition, which will help to increase demand for WKND! branded products at retail overall."

WKND! Wellness Online Retail Highlights (**[www.wkndwellness.com](http://www.wkndwellness.com)**):

- WKND! Wellness offers 4 hemp derived CBD product lines: CBD soft gel capsules, CBD liquid tinctures, CBD cooling gel, and CBD body butter
- All products are dosed generously with full-spectrum CBD
- WKND! Wellness products are manufactured and packaged in the USA
- WKND! Wellness products are manufactured according to GMP (Good Manufacturing Practice)
- Manufacturing facility is FDA registered
- Every batch of WKND! Wellness product is tested by a 3rd party lab for purity and content
- WKND! Wellness products can be shipped anywhere in the USA except Idaho and North Dakota

WKND! Wellness is a lifestyle-based hemp and CBD product line with a mission to deliver high-quality wellness products to our customers. WKND! Wellness products have been designed and developed to deliver the highest quality experiences for customers.



“With the explosion of hemp derived CBD products across the USA, it is essential that the WKND! brand had a vibrant and scalable presence so that customers throughout the country could experience our high-quality botanical creams, tinctures, and extracts and become connected to our brand,” added Mr. Backus.

For further information, please contact:

Mr. Chris Backus, President & CEO, Director

Telephone: 1(236) 317-2812 - **Toll free 1(888) 556-9656**

E-mail: [IR@weekendunlimited.com](mailto:IR@weekendunlimited.com)

### **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](http://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

Weekend Unlimited Inc.

[www.weekendunlimited.com](http://www.weekendunlimited.com) | @weekendunlimited

CSE: POT FSE: OOS1 – OTCQB: WKULF



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.