



For Immediate Release

## **WKND! BRANDED PRODUCTS PERFORMING STRONGLY IN OKLAHOMA**

FIRST MONTH RESULTS PUT WKND! BRANDED PRODUCTS IN 35 STORES SELLING OVER 2000 UNITS

**Vancouver, BC (January 27th, 2019) - Weekend Unlimited Inc. ("Weekend" or the "Company") (CSE: POT - FSE: 00S1 - OTCQB: WKULF)** a lifestyle cannabis company, is providing an update on its launch into the Oklahoma market as the Company sees strong results in the first month of operations.

### **Oklahoma Highlights:**

- WKND! Branded Products now available in 35 stores
- 2020 units of WKND! Branded Products sold since mid-December
- 12 re-orders of WKND! Branded Products indicating sell through of initial shipment
- Due to success of WKND! branded products the Company is expanding WKND! SKUs
- In addition, as a result of the success of WKND! Branded products, the Company will accelerate its launch of Orchard Heights branded products, with a target to have them in the market by the end of Q1

“With approximately 1500 retail stores in operation in the State of Oklahoma, in the first month the sales team has made pitches to approximately 15% of the market and delivered tremendous results, adhering to our mandate to have profitable operations,” said Mr. Chris Backus, Weekend President and CEO. “We are targeting pitches to 300 new stores in the next month as the response to the brand has been outstanding. Our partners in Oklahoma, Ruby Mae’s, are absolutely terrific and delivering on all our shared targets boding well for growth and future expansion.”

“The market has fully embraced the WKND! brand and our relationships on the ground are really excited as we build a strong retail presence, growing the line with our Ruby Mae’s portfolio,” said Mr. Travis Hunter, Ruby Mae’s CEO. “We are paving the way to a dominant market share overall, and the addition of the Orchard Heights branded product line is being met with great enthusiasm from buyers.”

The Oklahoma medical marijuana industry has become one of the largest and most valuable in the USA, the market has exceeded predications with over 200,000 medical cannabis patients registered, equal to 5% of the state’s 4,000,000 population and over \$350 million in sales in the first year.<sup>1</sup> Compare that to Florida with 21,000,000 residents, with only 300,000 registered

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medical marijuana users equaling 1.4% of the population<sup>2</sup> and it is evident that Weekend's strategy to be an early mover in Oklahoma is delivering results.

"We know we have fantastic brands, that has been proven out with the response from partners and retailers, the key now is to continue advancing our strategy to grow brand awareness with consumers, build sustainable and profitable relationships and build off of each success by launching in up and coming states like Oklahoma, where there is opportunity to have a strong, profitable market presence for our brands," added Mr. Backus.

<sup>1</sup> <https://mjbizdaily.com/oklahoma-medical-marijuana-industry-on-pace-to-hit-350-million/>

<sup>2</sup> <https://www.fool.com/investing/2019/12/04/for-cannabis-oklahomas-more-than-ok.aspx>

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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, 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)

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