

POTENT VENTURES INC.

POTENT VENTURES TO CHANGE ITS NAME TO “THE GUMMY PROJECT” AND ITS TICKER SYMBOL TO “GUMMY”

VANCOUVER, December 22, 2021 – Potent Ventures Inc. (“Potent” or the “Company”) (CSE: POT - FSE: OOS2 - OTCQB: POTVF) is excited to announce that the Company will change its name to “The Gummy Project”, with a new stock symbol “GUMMY”.

The Company expects the name change and ticker change to become effective upon the Canadian Securities Exchange approving the “listing statement” and the “change of business” being approved by shareholders (such date hereinafter referred to as the “Effective Date”), as further described in the Company press release dated December 16, 2021.

“The name and ticker change are necessary as part of the overall proposed rebranding process and to accurately reflect what we expect our primary business strategy to be moving forward and our portfolio of products”, said Charlie Lamb, President and CEO of the Company.

The Company will continue to trade under the CSE stock symbol “POT” until the Effective Date.

The Company further announces that it will issue 428,571 common shares of the Company to two separate consultants, for an aggregate total of 857,142 common shares, pursuant to each of their existing contracts with the Company. The common shares are being issued at a deemed value \$0.035 per common share.

For further information, please contact:

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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 the change of business and regulatory and shareholder approval of same, growth of the low sugar and plant-based gummy market, business strategy, corporate vision,

proposed expansion, 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", "may" 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, risks relating to epidemics or pandemics such as COVID-19, including the impact of COVID-19 on the Company's business, financial condition and results of operations. 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.