

THE GUMMY PROJECT INC.

THE GUMMY PROJECT TO BE EXCLUSIVE SUPPLIER OF GUMMIES FOR 2022 “BARD ON THE BEACH SHAKESPEARE FESTIVAL” IN VANCOUVER

- *Bard on the Beach is Western Canada’s largest professional Shakespeare Festival.*
- *The festival’s 33rd Season, from June 8 to September 24, 2022, is expected to have more than 100,000 attendees from all over the world.*
- *The Gummy Project will also sponsor ‘Bike to Bard’ program which will provide a featured position for brand awareness and product sampling*
- *Sponsorship to include on site activation with tastings and sampling along with signage and storytelling opportunities online*

VANCOUVER, 9 June 2022 – The Gummy Project (“GUMMY” or the “Company”) (CSE: GUMMY - FSE: OOS - OTCQB: POTVF) is excited to announce that the Company has been selected by Bard on the Beach to be the exclusive supplier of gummy products for the 2022 festival. Both the Peachy Bees and Watermelon Sharks will be featured for sale products at the festival’s sessions.

“With over 100,000 attendees annually, Bard on the Beach presents a tremendous platform for us to launch our gummies locally while we support this community jewel” said Mr. Charlie Lamb, CEO of The Gummy Project. “Bard attendees make up a powerful demographic for The Gummy Project and the opportunity to sell our gummies at the festival and sample extensively is being designed to drive brand awareness and create a customer base that we feel will strongly embrace our mandate to support endangered keystone species.”

The Gummy Project annual sponsorship for the Bard on the Beach Shakespeare Festival includes a fee of \$7,000, for which the Company will be designated a series of product sampling plus brand education and awareness opportunities onsite and online with the goal of raising brand awareness and establishing consumer loyalty to the brand, product and purpose.

“I’m so pleased to launch this new partnership with The Gummy Project in support of Bard and our beloved Bike to Bard program. We look forward to accomplishing great things together” said Christopher Gaze, Founding Artistic Director of Bard on the Beach

About Bard on the Beach Shakespeare Festival

Bard on the Beach was established in 1990 with a mandate to provide Vancouver residents and tourists with affordable, accessible Shakespearean productions of the finest quality. Begun as an Equity Co-op, Bard is now a fully professional company engaging hundreds of talented artists, artisans, technicians and year-round administrators. Bard's primary focus is its annual festival in Vanier Park/Señákw, which annually attracts over 100,000 people. Bard's other key elements include education and training initiatives for both the artistic community and the general community at large. <https://bardonthebeach.org/>

About The Gummy Project

We are a growing community of individuals and organizations who believe small contributions can add up to something big. We sell low sugar, plant based gummy products while raising money (and awareness) to support endangered keystone species. We are the only "better for you" candy company that is built to support our planet's most precious species and ecosystems, while educating our future generations on the steps we must take today, to ensure a viable tomorrow. <https://shopgummies.com/>

Charlie Lamb, President & CEO, Director
Telephone: 1(236) 317-2812 - Toll free 1(888) 556-9656
E-mail: investors@shopgummies.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", "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.