

## THE GUMMY PROJECT INC.

### THE GUMMY PROJECT ANNOUNCES OFFICIAL LAUNCH OF E-COMMERCE SALES CHANNEL

- *THE GUMMY PROJECT'S Watermelon Sharks and Peachy Bees are now available for pre-sale purchase at [www.shopgummies.com](http://www.shopgummies.com)*
- *Shipping and fulfilment of online orders will commence on July 11, 2022*

VANCOUVER, BC 30 June 2022 – The Gummy Project (“GUMMY” or the “Company”) (CSE: GUMMY - FSE: OOS - OTCQB: POTVF) is pleased to announce the official launch of its new e-commerce site at [www.shopgummies.com](http://www.shopgummies.com).

“The launch of our e-commerce site is a major milestone, making our product available across Canada for the first time,” said Anthony Gindin, Chief Marketing Officer at GUMMY. “This really marks our official launch into the Canadian market with e-commerce being a major component in our overall sales channel strategy. The site provides a vehicle for continued growth as well as a platform to share our story and fulfil our mandate to support endangered keystone species.”

Both the Watermelon Sharks and Peachy Bees are now available for sale at [www.shopgummies.com](http://www.shopgummies.com). Each bag contains 22 gummies with only two grams of sugar while being plant based, gluten free and non-GMO.

Shipping and fulfilment of online orders will commence on July 11, 2022.

“The initial feedback received on both the flavor formulations and the packaging has been tremendous and we are extremely excited that our gummies will now be available to consumers nationwide in Canada through our e-commerce platform” said Charlie Lamb, President and CEO of GUMMY. “Our development team did a wonderful job building a website that not only looks fantastic but is also very user friendly.”

#### 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.

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