



## NEWS RELEASE

### YSS CORP. ANNOUNCES OPENING OF YSS GRANDE PRAIRIE

**CALGARY, ALBERTA February 10, 2020** – YSS Corp.™ (“YSS” or the “Company”) (TSXV: YSS) (WKN: A2PMAX), a premier Canadian cannabis retailer operating under the YSS Cannabis™ and Sweet Tree Cannabis™ brands, is pleased to announce that the opening of its new Grande Prairie location took place on February 8<sup>th</sup>, 2020. The store opening marks the Company’s 17<sup>th</sup> operating cannabis retail location and is located at 10210 - 111 Street in Grande Prairie, Alberta.

YSS now has operating stores servicing customers across Alberta and in Saskatchewan, including locations in Calgary (6), Edmonton, Red Deer, Vermilion, Stony Plain, Vegreville, Spruce Grove, Lloydminster, High River, Okotoks, Grande Prairie and Swift Current. YSS is actively advancing plans to expand into Ontario by leveraging experience and knowledge gained through growth in Alberta and Saskatchewan.

“YSS’ extension north to Grande Prairie continues our strategic expansion, further building out the Company’s geographic coverage and brand presence,” said Theo Zurich, President and CEO of YSS Corp. “We are excited to bring our continually expanding product selection and dedication to customer service to the people of Grande Prairie”.

The initial introduction of cannabis edibles in January 2020 has further diversified YSS’ product offering and has been met with strong demand and positive customer feedback. Further to this, on February 7, 2020, the Alberta Gaming Liquor and Cannabis Commission reversed the decision to postpone the introduction of cannabis vaporizer products, which are now expected to be available in Alberta stores within the next two weeks. YSS remains dedicated to delivering an independent, welcoming and comfortable retail experience for our customers including the newest product releases, a carefully curated menu, educational resources and friendly, knowledgeable staff.

YSS is committed to becoming the trusted destination for cannabis in Canada by creating and delivering a premier in-store retail experience through understanding customer demands and data, implementing standardized procedures, investing in brand and retail design, offering interactive in-store technology, and developing an experienced and welcoming team. The Company views the continued investment in customer experience as instrumental to establishing customer loyalty, brand recognition and ultimately, future business.

#### **Additional Information**

For information on store locations and opening dates please visit [www.ysscorp.ca](http://www.ysscorp.ca), [www.sweettreecannabis.com](http://www.sweettreecannabis.com) and follow both our operating brands on social media.

For additional information regarding YSS and to access an updated corporate presentation, please see the Company’s website at [www.ysscorp.ca/investors](http://www.ysscorp.ca/investors). Corporate and financial filings are available under the Company’s profile on SEDAR at [www.sedar.com](http://www.sedar.com).

## About YSS Corp.

With retail operations under the **YSS™** and **Sweet Tree™** brands, YSS Corp. is a premium cannabis retailer and the trusted destination to explore and discover cannabis in Canada. YSS operates 17 locations across Alberta and in Saskatchewan under the YSS and Sweet Tree brands. In addition, YSS maintains a strategic portfolio of under construction, secured and prospective locations that represent future organic growth potential for the Company. YSS management brings proven expertise across capital markets, retail operations, hospitality, cannabis, financial management and a strong commitment to deliver shareholder value by leveraging high-quality opportunities within this exciting new industry. The YSS retail experience is built on our five fundamental pillars: convenience, value, selection, team, and above all else, trust.

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## Forward-Looking and Cautionary Statements

*This news release may include forward-looking statements including opinions, assumptions, estimates, the Company's assessment of future plans and operations, and, more particularly, statements concerning: YSS' retail cannabis business strategy, including organic growth and strategic activities; the opening, licensing, inspection, construction and planning of YSS or Sweet Tree retail stores; the ability to build, own and operate additional retail cannabis stores; the introduction of new cannabis products such as edibles, concentrates, cannabis vaporizer products, beverages or topicals; the receipt of necessary permits and licenses to open stores and the ability to capitalize on potential opportunities that may arise and the ability to exercise thereon. When used in this document, the words "will," "anticipate," "believe," "estimate," "expect," "intent," "may," "project," "should," and similar expressions are intended to be among the statements that identify forward-looking statements. The forward-looking statements are founded on the basis of expectations and assumptions made by the Company. Forward-looking statements are subject to a wide range of risks and uncertainties and, although the Company believes that the expectations represented by such forward-looking statements are reasonable, there can be no assurance that such expectations will be realized. Any number of important factors could cause actual results to differ materially from those in the forward-looking statements including, but not limited to: regulatory and third party approvals not being obtained in the manner or timing anticipated; the ability to implement corporate strategies; the state of domestic capital markets; the ability to obtain financing; changes in general market conditions; industry conditions and events; the size of the recreational cannabis market; changing customer habits; the availability of cannabis-retail products from licensed producers, including new cannabis formats; government*

*regulations, including future legislative and regulatory developments involving recreational cannabis; competition from other industry participants; and other factors more fully described from time to time in the reports and filings made by the Company with securities regulatory authorities. Please refer to the Company's annual information form and management's discussion and analysis for the year ended December 31, 2018 for additional risk factors relating to the Company, which can be accessed under the Company's profile on [www.sedar.com](http://www.sedar.com).*

*Except as required by applicable laws, the Company does not undertake any obligation to publicly update or revise any forward-looking statements.*

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