



## NEWS RELEASE

### YSS CORP. ANNOUNCES GRAND OPENING OF YSS HAMPTONS IN EDMONTON

**CALGARY, ALBERTA, October 15, 2020** – YSS Corp. (the “**Company**” or “**YSS**”) (TSXV: YSS) (WKN: A2PMAX), a premier Canadian cannabis retailer with operations under the YSS™ and Sweet Tree™ brands and a trusted destination to explore and discover cannabis in Canada, is pleased to announce the grand opening of YSS Hamptons in Edmonton, scheduled for Friday, October 15, 2020. YSS Hamptons is located at 19908 Lessard Road NW, West off Anthony Henday Drive.

Following the opening of YSS Hamptons in Edmonton, YSS will have 18 operating stores located in Calgary (6), Edmonton (2), Red Deer, Vermilion, Stony Plain, Vegreville, Spruce Grove, Lloydminster, High River, Okotoks, Grand Prairie and Swift Current, Saskatchewan.

The Company has commenced construction activities on its next two stores located in Calgary, Alberta and Waterloo, Ontario.

#### **Additional Information**

For information on store locations, updates on promotions, store openings and to access the Company’s click and collect service please visit [www.ysscorp.ca](http://www.ysscorp.ca), [www.sweettreecannabis.com](http://www.sweettreecannabis.com) and follow us on social media.

For additional information regarding YSS Corp., please see the Company’s website at [www.ysscorp.ca/investors](http://www.ysscorp.ca/investors) and filings 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. Following opening of YSS Hamptons, YSS will operate 18 stores 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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*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 Company's operations and retail experience; information relating to future promotions, store openings and the Company's click-and-collect service; the grand opening of YSS Hamptons and timing thereof; and the construction of the Company's new retail stores in Calgary, Alberta and Waterloo, Ontario.*

*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: risks relating to the COVID-19 pandemic, governmental responses thereto, measures taken by the Company in response thereto and the impact thereof on the global economy, capital markets, the cannabis retail industry and the Company; the success of the Company's operations; ability to execute its business strategy and future plans of operations; risks relating to acquisitions; third party credit risks; accuracy and reliability of data analytics relied on by the Company; ability to obtain, amend or renew necessary licences, permits and authorizations for the Company's operations in a timely and cost-efficient manner; ability to obtain and maintain liability insurance on acceptable terms; development of new stores including construction delays; increased competition; ability to locate and secure acceptable store sites and maintain retail leases on acceptable terms; ability to obtain quality and diversified cannabis products and cannabis accessories; ability to attract and retain key personnel and customers; dependence on key personnel; labour costs, shortages and labour relations; supply interruption or delays; dependence on suppliers; intellectual property and cybersecurity risks; risks related to product recalls, product liability and health and safety; unfavourable publicity and consumer perception with respect to cannabis, cannabis products and cannabis accessories; industry conditions and events; the size of the recreational cannabis market; changing customer habits; the state of the economy including general economic conditions in Canada,*

*the U.S. and globally; the unpredictability and volatility of the price of the common shares; restrictions on potential growth; availability of sufficient financial resources to fund the Company's capital expenditures; changes in tax rates and government mark-ups; the state of domestic capital markets; the ability to obtain financing on satisfactory terms; changes in general market conditions; 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 management's discussion and analysis for the year ended December 31, 2019 and the Company's annual information form for the year ended December 31, 2019 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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