



Planting Hope Named Most Impactful Sustainable Food & Beverage Company 2021 – North America by LUXlife’s Global Vegan Awards

LUXlife’s Global Vegan Awards Celebrate Companies Providing the Best Products and Delivering a Positive Impact

CHICAGO, IL and VANCOUVER, BC / ACCESSWIRE / January 6, 2022 – The Planting Hope Company Inc. (TSXV: MYLK) (“Planting Hope” or the “Company”), a plant-based food and beverage company focused on producing the world's most nutritious and planet-friendly products, is excited to announce that it has been named Most Impactful Sustainable Food & Beverage Company 2021 – North America by LUXlife’s Global Vegan Awards.

“Sustainability is at the core of Planting Hope, from selecting ingredients that can be cultivated broadly with limited resources to leveraging cutting-edge food and packaging technology that seeks to address a range of planet-friendly goals,” said Julia Stamberger, CEO and Co-founder of Planting Hope. “Winning this award celebrates our mission to deliver real sustainability and real impact. Congratulations to all of the nominees and winners for making a positive impact to our planet and driving the plant-based industry forward.”

LUXlife’s Global Vegan Awards recognize and award businesses and professional individuals who have exhibited a positive impact with a plant-based lifestyle. The awards are based on industry excellence, overall performance, client experience/feedback and incredible innovation.

LUXlife Magazine is a premium lifestyle publication which was founded in 2015 by the publishing company AI Global Media Ltd. Distributed to a circulation of 238,000 globally, LUXlife focuses on a range of topics within the luxury lifestyle industry, featuring articles on fashion, beauty, fine dining, travel, luxury real estate and much more.

About The Planting Hope Company Inc.

Planting Hope develops, launches and scales uniquely innovative plant-based and planet-friendly food and beverage brands. Planting Hope's cutting-edge products fill key unmet needs in the skyrocketing plant-based food and beverage space. Founded by experienced food industry entrepreneurs, Planting Hope is a women-managed and women-led company with a focus on nutrition, sustainability and diversity. For more information visit: www.plantinghopecompany.com.

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Forward-Looking Statement

This news release contains "forward-looking statements" or "forward-looking information" (collectively referred to hereafter as "forward-looking statements") within the meaning of applicable Canadian securities legislation. All statements that address activities, events, or developments that the Company expects or anticipates will, or may, occur in the future, including statements about the Company's status as an innovator in the plant-based space, and the Company's business prospects, future trends, plans and strategies. In some cases, forward looking statements are preceded by, followed by, or include words such as "may", "will," "would", "could", "should", "believes", "potential", "expects", "plans", "intends", "proposes", "anticipates", "seeks" or the negative of those words or other similar or comparable words. In preparing the forward-looking statements in this news release, the Company has applied several material assumptions, including, but not limited to, the assumption that demand for the Company's product will be sustained or increase in accordance with management's projections, that the Company's current business objectives can be achieved and that its other corporate activities will proceed as expected, and that general business and economic conditions will not change in a materially adverse manner. Although the management of the Company believes that the assumptions made and the expectations represented by such statements are reasonable, there can be no assurance that a forward-looking statement herein will prove to be accurate. Forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance, or achievements of the Company to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated, or intended. Risks and uncertainties applicable to the Company, as well as trends identified by the Company affecting its industry can be found in the Company's prospectus dated October 29, 2021 and the Company's continuous disclosure record available on SEDAR at www.sedar.com. Such cautionary statements qualify all forward-looking statements made in this news release. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by applicable law.