



Choom™ Retains Cannabis Compliance Inc. to Expedite its ACMPR Application

Vancouver, BC – December 5, 2017 – Choom™ (CSE: CHOO) announced today that it has retained Cannabis Compliance Inc. ("CCI") to help expedite its ACMPR (Access to Cannabis for Medical Purposes Regulations) application for a license to produce medical cannabis from Health Canada (the "**ACMPR License**"). The Company is currently awaiting its building permit in order to accelerate the completion of the improvements while it completes the Detailed Review stage in advance of receiving its Confirmation of Readiness notification from Health Canada.

"Now that we have cleared security with Health Canada on our ACMPR License, and in anticipation of receiving our Confirmation of Readiness, we have engaged CCI to help accelerate our time line and ensure operational readiness in order to receive our initial license from Health Canada in 2018 in advance of the legalization of marijuana for recreational purposes," said Chris Bogart, CEO and President for Choom. "We feel that with the significant experience of CCI in this vertical that we could not have selected a better team to assist us with moving our ACMPR License through Health Canada's application process and helping to get us to operational readiness."

SAY HELLO TO CHOOM™

Choom™ was created for and inspired by the Choom Gang; a group of buddies in Honolulu during the 1970's who loved to smoke weed—or as the locals called it, "**choom**". Now, after four decades, **Choom™** is bringing the spirit of Hawaii to the Okanagan and Canada. We're planting our flag in the rapidly growing legal cannabis industry in Canada with our own brand of high-grade handcrafted herb.

ABOUT CCI

CCI, as one of Canada's original cannabis consulting firms, offers risk mitigation, due diligence, and regulatory licensing consulting services for commercial cannabis producers and resellers. CCI has extensive expertise in cultivation/horticulture, security designs/tender, facility designs/build-outs, quality assurance programs, and financial planning. CCI has strategic partnerships globally to secure investment partners for its clients, general contractors for buildouts, security tenders, equipment suppliers, media, government relations, and enterprise resource planning software. For over a decade, CCI's experienced team has been involved in commercial cannabis operations in Canada delivering proven results for their clients.

"Chris Bogart"
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Cautionary Statement:

Neither the CSE nor the TSX Venture Exchange has in any way passed upon the merits of the transaction and neither has approved nor disapproved the contents of this press release. Commencement of trading on the CSE is subject to final CSE acceptance.

Forward-looking information

This news release contains forward-looking information relating to the Company's proposed activities and other statements that are not historical facts. Forward-looking information relates to management's future outlook and anticipated events or results, and include statements or information regarding the future plans or prospects of the Company. 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. These factors include risks and uncertainties associated with the results of diligence investigations, developments in the cannabis sector, delays resulting from or inability to obtain required regulatory approvals and ability to access sufficient capital from internal and external sources, reliance on key personnel, regulatory risks and delays and other risks and uncertainties discussed in the management discussion and analysis section of the Company's interim and most recent annual financial statement or other reports and filings, including the Company's Listing Statement, made with the applicable Canadian securities regulators. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward looking information.

The forward-looking statements contained in this news release are made as of the date of this news release. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Additionally, the Company undertakes no obligation to comment on the expectations of, or statements made by, third parties in respect of the matters discussed above.