Red Light Holland Announces Arrangement to Launch Sale of Psychedelic Truffle Microdosing Packs in the Netherlands

written by Raj Shah | September 2, 2020

September 2, 2020 (Source) – Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) ("**Red Light Holland**" or the "**Company**"), an Ontario-based corporation positioning itself to engage in the production, growth and sale of its brand of magic truffles to the legal, recreational market within the Netherlands, is pleased to announce that it has solidified its arrangement with McSmart (as defined by the listing statement) for the launch of its previously announced Microdosing Packs through three Smart Shops operated by McSmart. The Microdosing Packs are anticipated to become available for purchase to consumers in the Netherlands before the end of September 2020, at the following Smart Shop locations: (i) two Tatanka locations, and (ii) the Headshop. In addition, the Microdosing Packs are also expected to become available for purchase in the Netherlands on Tatanka's website at www.tatanka.nl.

"All of us at Red Light Holland are very excited as our Microdosing Packs are so close to being on shelves and available for online purchases. We are still anticipating our premiere product launch, with our newly coined phrase "iMicrodose," happening later this month, and working so closely with McSmart is something we are truly appreciative of," said Todd Shapiro, Chief Executive Officer and Director of the Company.

Magic truffles, which are sold in their natural, raw and unprocessed form, need to be refrigerated. As such, two of the Smart Shops are also expected to feature Red Light Holland-branded fridges to house the magic truffles and display their iMicrodose packs in a clever and unique way. The Microdosing Packs have a shelf-life of approximately 3 months.

Red Light Holland Microdosing Packs

To view an enhanced version of this graphic, please visit: https://orders.newsfilecorp.com/files/2017/62997_redlight.jpg

About Red Light Holland Corp.

The Company is an Ontario-based corporation positioning itself to engage in the production, growth and sale of its brand of magic truffles to the legal, recreational market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws. The Company's brand of magic truffles are expected to be sold in the Netherlands through existing Smart Shops as well as its e-commerce platform, and are expected to be initially made available in the form of its previously announced Microdosing Packs.

For additional information on the Company:

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Forward-Looking Statements

Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

Certain information in this news release constitutes forward-looking statements under applicable securities laws. Any statements that are contained in this news release that are not statements of historical fact may be deemed to be forward-looking statements. Forward looking statements are often identified by terms such as "may", "should", "anticipate", "expect", "potential", "believe", "intend" or the negative of these terms and similar expressions. Forward-looking statements necessarily involve known and unknown risks and uncertainties that could cause actual results to differ materially from those expressed or implied in such forward-looking statements. Readers are cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Readers are further cautioned that the assumptions used in the preparation of such forward-looking statements (including, but not limited to, the assumption that (i) the Company will be able to execute on its business plan, and will receive one or multiple licenses, permits, and authorizations from time to time necessary to execute on its business plan,

(ii) the Company's financial condition and development plans do not change as a result of unforeseen events, (iii) there will continue to be a demand, and market opportunity, for the Company's product offerings, (iv) the Company will be able to establish, preserve and develop its brand, and attract and retain required personnel, (v) the Company will be successful in offering for sale the Microdosing Packs as contemplated herein, on the terms and within the timelines anticipated by the Company, (vi) current and future economic conditions will neither affect the business and operations of the Company nor the Company's ability to capitalize on anticipated business opportunities, and (vii) the magic truffles currently being grown by the Company will be ready for harvest and distribution within the timelines anticipated by the Company, and in particular, will pass the testing criteria established by the Company), although considered reasonable by management of the Company at the time of preparation, may prove to be imprecise and result in actual results differing materially from those anticipated, and as such, undue reliance should not be placed on forward-looking statements. The forward-looking statements included in this news release are made as of the date of this news release and the Company does not undertake an obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless required by applicable securities laws. Forward-looking statements, forward-looking financial information and other metrics presented herein are not intended as guidance or projections for the periods referenced herein or any future periods, and in particular, past performance is not an indicator of future results and the results of the Company in this news release may not be indicative of, and are not an estimate, forecast or projection of the Company's future results. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement.

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