

Red Light Holland Announces that MISTERCAP'S Mushroom Home Grow Kits Selected by Urban Outfitters for Nationwide Retail Distribution in the USA

Toronto, Ontario--(Newsfile Corp. - March 28, 2024) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTCQB: TRUFF) ("**Red Light Holland**" or the "**Company**"), a company engaged in the production, growth and sale of functional mushrooms and mushroom home grow kits in North America and Europe and a premium brand of psilocybin truffles to the legal, recreational market within the Netherlands, is pleased to announce a significant milestone in its partnership with Mistercap LLC.

MISTERCAP'S Mushroom Home Grow Kits, featuring Shiitake, Lion's Mane, and Oyster mushrooms, have been selected by Urban Outfitters for retail and online sales across their stores in the United States. This collaboration marks a unique moment for Red Light Holland and Mistercap LLC as they expand the accessibility of legal mushroom cultivation to a wider audience, via the Company's strategic focus on retail distribution as MISTERCAP'S Lion's Mane will be available in stores Nationwide in the USA, while MISTERCAP'S Shiitake and Oyster Home Grow Kits will be available online at www.UrbanOutfitters.com.

The innovative Mushroom Home Grow Kits allow enthusiasts to cultivate their own legal mushrooms conveniently and sustainably within the comfort of their homes. With Urban Outfitters now offering these kits, customers nationwide will have access to premium-quality mushroom growing experiences.

Red Light Holland CEO and Director, Todd Shapiro, expressed his delight at this development, stating, "We are thrilled to see MISTERCAP'S Mushroom Home Grow Kits embraced by Urban Outfitters for distribution across their retail stores in the USA and as well online. This initial modest order underscores the growing demand for legal mushroom products and highlights the importance of retail distribution in reaching a broader audience. We are excited to continue our partnership with Mistercap LLC and look forward to further expansion opportunities."

The collaboration between Red Light Holland, Mistercap LLC, and Urban Outfitters signifies a significant step forward in promoting the benefits and accessibility of legal mushroom cultivation, outside of traditional produce distributors. With MISTERCAP'S Mushroom Home Grow Kits now available at Urban Outfitters stores, individuals across the United States can embark on their journey of homegrown mushroom cultivation with confidence and convenience.

About Red Light Holland Corp.

Red Light Holland is an Ontario-based corporation engaged in the production, growth and sale of functional mushrooms and mushroom home grow kits in North America and Europe, and a premium brand of psilocybin truffles to the legal, recreational market within the Netherlands, in compliance with all applicable laws.

About Urban Outfitters

Urban Outfitters is a lifestyle retailer dedicated to inspiring customers through a unique combination of product, creativity and cultural understanding. Founded in 1970 in a small space across the street from the University of Pennsylvania, Urban Outfitters now operates over 200 stores in the United States, Canada and Europe, offering experiential retail environments and a well-curated mix of women's, men's, accessories and home product assortments. For more information, visit Urban Outfitters at www.urbanoutfitters.com.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Todd Shapiro
Chief Executive Officer and Director
Tel: 647-643-TRIP (8747)
Email: todd@redlight.co
Website: www.RedLight.co

Forward-Looking Statements and Cautionary Statements

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 in this news release include statements relating to: information concerning the partnership with Mistercap LLC, the partnership with Urban Outfitters, the expansion of the MISTERCAP'S brand, and the distribution of Mushroom Home GrowKits in the USA.

Forward-looking information in this press release are based on certain assumptions and expected future events, including but not limited to: the availability of Urban Outfitters to sell the Mushroom Home GrowKits; the ability for the Home GrowKits to safely land at all projected Urban Outfitters retail locations, the ability for the products to not get delayed, held up or lost during shipping, the success of Home Growkits hitting a wider audience, and the continued success of the partnership with Mistercap LLC.

These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed. Readers are cautioned that the foregoing list is not exhaustive. Readers are further 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. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated.

Forward-looking statements contained in this press release are expressly qualified by this cautionary statement and reflect the Company's expectations as of the date hereof and are subject to change thereafter. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.

To view the source version of this press release, please visit
<https://www.newsfilecorp.com/release/203450>