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GOODFOOD LAUNCHES NATIONAL PLATFORM WITH NEW FACILITY IN CALGARY TO SERVE WESTERN CANADA

Montreal (QC), May 7, 2018 – Goodfood Market Corp. (“Goodfood” or “the company”) (TSX: FOOD) announced today the launch of its national platform with the opening of a new production and distribution facility in Calgary, Alberta. The facility will serve the Western Canadian provinces of British Columbia, Alberta, Saskatchewan and Manitoba, extending the Goodfood experience to Canadian consumers from coast to coast.

Initial market testing carried out by Goodfood has shown strong demand for its services in the region. Active subscriptions¹ have already reached over 2,000 following the pre-launch phase. The company currently has over 40 employees in Calgary and expects to significantly grow its operations there over time to meet anticipated robust demand.

“The launch of our national platform and the opening of our Calgary facility represent a significant step in the evolution of our fast growing business. It fulfills a promise to our Western Canadian customers to bring the Goodfood experience closer to home, said Jonathan Ferrari, Chief Executive Officer of Goodfood. There are significant market growth opportunities in Western Canada, and as we capitalize on these we will further consolidate our leadership position in this industry.”

Goodfood is a market leader in the meal-kit industry in Canada. Since launching in 2014, the company has experienced substantial growth in revenues and subscribers increasing by more than 300% in the past year.

Meal-kits address growing lifestyle trends towards convenience, healthy food and value for money. Goodfood facilitates the creation of nutritious meals made with fresh, top-quality ingredients with a minimum of preparation time and without the fuss associated with grocery shopping. The company is proud to partner with local farms to source its ingredients, and its business model reduces food waste and is environmentally friendly.

“This is an exciting day for our company. Our experience shows that there is strong demand for meal-kits once consumers understand the value proposition on offer, said Mo Awada, Vice President of Western Canada. I look forward to leading our efforts to ensure that the unique preferences of Western Canadians are reflected in the meal choices on offer.”

¹ An active subscriber is defined as an account that will receive a delivery or has elected to skip a delivery in the subsequent weekly delivery cycle.

About Goodfood

Goodfood is Canada's leading meal kit company, delivering fresh ingredients that make it easy for subscribers to prepare delicious meals at home every week. Goodfood's objective is to take the hassle out of cooking, leaving subscribers with the fun part - cooking, sharing with family and eating. Subscribers select their favorite recipes from a variety of original dishes online. The company prepares a personalized box of fresh ingredients and delivers it to the subscriber's doorstep with easy step-by-step instructions. Headquartered in Montréal, Canada, Goodfood had 61,000 active subscribers as at February 28, 2018. www.makegoodfood.ca

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Forward-Looking Information

This release contains information that may be considered "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information includes, but is not limited to, information with respect to our objectives and the strategies to achieve these objectives, as well as information with respect to our beliefs, plans, expectations, anticipations, estimates and intentions. Forward-looking information is identified by the use of terms and phrases such as "may", "would", "should", "could", "expect", "intend", "estimate", "anticipate", "plan", "foresee", "believe", or "continue", the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking information contains these terms and phrases. Forward-looking information is provided for the purposes of assisting the reader in understanding the Company and its business, operations, prospects and risks at a point in time in the context of historical and possible future developments and therefore the reader is cautioned that such information may not be appropriate for other purposes. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and uncertainties include, but are not limited to, the following risk factors which are discussed in greater detail under "Risk Factors" in the Company's Annual Information Form for the year ended August 31, 2017 available on SEDAR at www.sedar.com: limited operating history, negative operating cash flow, food industry, quality control and health concerns, regulatory compliance, regulation of the industry, public safety issues, product recalls, damage to Goodfood's reputation, transportation disruptions, product liability, ownership and protection of intellectual property, evolving industry, reliance on a single facility, unionization activities, reliance on management, factors which may prevent realization of growth targets, competition, availability and quality of raw materials, limited number of products, environmental and employee health and safety regulations, online security breaches and disruption, reliance on data centers, open source license compliance, future capital requirements, operating

risk and insurance coverage, management of growth, conflicts of interest, litigation, and catastrophic events. Although the forward-looking information contained herein is based upon what we believe are reasonable assumptions, readers are cautioned against placing undue reliance on this information since actual results may vary from the forward-looking information. Certain assumptions were made in preparing the forward-looking information concerning availability of capital resources, business performance, market conditions, and customer demand. Consequently, all of the forward-looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. In addition, any statements as to financial results (including without limitation, revenue, sales, margin and profitability in general or with respect to any aspect of the Company`s business) is made as at the time in question. There can be no assurance that past results will be repeated and future results may vary materially. Unless otherwise noted or the context otherwise indicates, any forward-looking information contained herein is provided as of the date hereof, and we do not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.