



For Immediate Distribution

GOODFOOD'S ACTIVE SUBSCRIBERS COUNT REACHES 159,000 AN INCREASE OF 26% QUARTER OVER QUARTER

Montreal, QC, March 4, 2019 – Goodfood Market Corp. (“Goodfood” or “the Company”) (TSX: FOOD), a leading home meal solutions company in Canada, announced today it has reached 159,000 active subscribers with the addition of 33,000 net new active subscribers in the second quarter of 2019 ended February 28, 2019. This represents an increase of 26% over the first quarter ended November 30, 2018 and a year-over-year increase of 161%. Goodfood had 159,000 total active subscribers at the end of the quarter.

“The rate of subscriber additions in Goodfood’s core geographic markets was maintained during the second quarter following the record level achieved in Q1. This momentum resulted from strong growth in British Columbia and Alberta, continuous growth in eastern regions as well as market leading brand recognition across Canada,” said Jonathan Ferrari, Chief Executive Officer of Goodfood. “Our strategic marketing campaigns reinforced our positioning and new introductions of additional meal plans, such as Clean15, and new meal solutions, such as smoothies, have experienced a high adoption rate.”

About Goodfood

Goodfood is a leading home meal solutions company in Canada, 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. The Company has its main production facility and administrative offices based in Montreal, Quebec, and a second production facility in Calgary, Alberta. Goodfood had 159,000 active subscribers as of February 28, 2019. www.makegoodfood.ca

For further information:

Investors

Philippe Adam, Chief Financial Officer
(855) 515-5191
IR@makegoodfood.ca

Media

Pierre Boucher, Vice President
(514) 731-0000
pierre@maisonbrison.com