



For Immediate Distribution

Goodfood Launches Partnership with Montreal's CHUM Foundation to Feed Medical Personnel and Volunteers on the Frontline of COVID-19 Crisis

Montreal (Quebec), April 7, 2020

Goodfood Market Corp. ("Goodfood" or "the Company") (TSX:FOOD), a leading online grocery company in Canada, announced today its partnership with the University of Montreal Health Centre Foundation (UMHC/CHUM) to supply medical personnel and volunteers with a variety of Goodfood ready-to-eat meals during the month of April.

Goodfood will be providing weekly meals to teams working at the CHUM's first-line patient call centres and volunteers at the on-site daycare center. Our ready-to-eat meal solutions take only minutes to prepare, providing medical personnel and volunteers with quick and nutritious meals to sustain them during their shifts.

"Giving back is a core part of our business and it has never been more pressing to support Canadians across the country who are facing unprecedented challenges during this crisis," said Jonathan Ferrari, Chief Executive Officer of the Company. "At Goodfood, we want to show our appreciation to healthcare workers who are working incredibly hard to keep Canadians safe every day. We're thinking of you every step of the way and we're doing what we can to support you."

"The University of Montreal Health Centre Foundation is proud to be able to partner with like-minded organizations working to meet the needs of our hospital, which has become a COVID-19 response center. I would like to sincerely thank Mr. Ferrari and the entire Goodfood team for their generosity! This contribution will make a difference for our teams and our volunteers," says Julie Charette, President and CEO of the CHUM Foundation.

We can all do our part to help support our healthcare workers by washing our hands frequently and for at least 20 seconds; staying home as much as possible; keeping our distance when leaving our homes for essentials and following local governments' recommendations and directives. Together, we can help flatten the curve. For more information, visit canada.ca/coronavirus.

About Goodfood

Goodfood (TSX:FOOD) is a leading online grocery company in Canada, delivering fresh meal solutions and grocery items that make it easy for members from coast to coast to enjoy delicious meals at home every week. Goodfood's mission is to make the impossible come true, from farm to kitchen, by enabling members to do their weekly meal planning and grocery shopping in less than 1 minute. Goodfood members get access to a unique selection of products online as well as exclusive pricing made possible by its world class direct to consumer fulfilment ecosystem that cuts out food waste and expensive retail overhead. The Company has a production facility and administrative offices in Montreal, Quebec, two production facilities out West, in Calgary, AB and Vancouver, BC, and a breakfast facility in Montreal, Quebec. Goodfood had 246,000 active subscribers¹ as at February 29, 2020. www.makegoodfood.ca

For further information:

Investors

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

Roslane Aouameur
Head of Investor Relations
(855) 515-5191
IR@makegoodfood.ca

Media

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

Jennifer McCaughey
Vice-President, Investor Relations
(514) 731-0000
jennifer@maisonbrison.com

FORWARD-LOOKING INFORMATION

This release contains 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. This 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, 2019 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, 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. In addition, information and expectations set forth herein are subject to and could change materially in relation to developments regarding the COVID 19 pandemic and its impact on demand, mobility, supply change and other elements. 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. Unless otherwise noted or the context otherwise indicates, the 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.