

PK Beans Online Visitors Up 66% Year-to-Date



May 27, 2020 (Source) – Peekaboo Beans Inc. (CSE: BEAN) (OTC PINK: PBBSF) (“**PK Beans**” or the “**Company**”), a children’s apparel and digital media publisher, would like to provide the following corporate update along with wishes

for health, safety and comfort to both shareholders and members of the PK Beans community.

Like most retailers, we extended a temporary closure of our Flagship Store and redirected all initiatives online. Experiencing a 21% increase in sales for April 2020 (over April 2019), online visitors were up 66% from 2019 for April and 32% of sales attributed to first time customers.

Traci Costa, Founder and CEO for PK Beans commented: “While the COVID-19 virus has extended substantial challenges for all of us, there is no question that the greatest challenge has been for parents of young children. Understanding that enrichment for our leaders of tomorrow was tantamount. We were forward thinking in the development of PK Beans Explorers’ Club and the launch of our omni-channel model.”

PKB Explorers’ Club, the Company’s monthly subscription interactive adventure series that launched in March, continues to grow with 107 subscribers to date. It has garnered attention through social media, and appeared on higher profile accounts, including Jillian Harris’ Instagram stories with 1M+ followers.

Further, to support the safety of our community, PK Beans designed and produced over 2000 comfortable and reusable masks

for children that sold out instantaneously. PK Beans is excited to launch their Summer 2020 Collection later this week, featuring new styles that will continue to boost the Company's current margins.

About Peekaboo Beans Inc.

PK Beans is a children's apparel brand with a focus on environmentally responsible clothes that are intentionally designed to inspire play. Through an omni-channel approach, Peekaboo Beans engages sellers through social platforms, including Instagram and Facebook, as well as online retailers, to maximize revenue and build brand loyalty. The Company works to promote a playful lifestyle for children by designing comfortable clothes that are built to last.

To learn more about PK Beans, visit: www.pkbeans.com

On behalf of the Board of Directors,

Peekaboo Beans Inc.

Ms. Traci Costa, Founder and CEO

Reader Advisory

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