

Red Light Holland Increases Points of Sale for iMicrodose Packs in the Netherlands by More Than 140%

written by Igor Makarov | April 21, 2021

April 21, 2021 ([Source](#)) – Significant increase in number of points of sale for iMicrodose Packs within the Netherlands with over \$31 million of cash and cash equivalents remaining on balance sheet to support growth

Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTC Pink: TRUFF) (“**Red Light Holland**” or the “**Company**”), an Ontario-based corporation engaged in the production, growth and sale of a premium brand of magic truffles to the legal, recreational market within the Netherlands, is pleased to provide an update on the distribution of its iMicrodose Packs in the Netherlands.

“Over the last few months, we have continued executing on our goal to increase both the availability of our products and our brand’s visibility. iMicrodose Packs powered by Red Light Holland are now available in 144% more locations than previously announced. Relationships held by our wholly owned distribution company SR Wholesale, already, account for 13 new locations, demonstrating some of the synergies that we strategically planned to realize from the recently closed acquisition,” said Todd Shapiro, CEO and Director of Red Light Holland. “With over \$31 million of cash and cash equivalents remaining on our balance sheet, we look forward to continuing to conservatively deploy capital into growth opportunities that support our long-term business objectives, while SR-Wholesale continues to do a major sales push across the Netherlands. We have a clear plan to

get Red Light Holland products into many more retail stores hopefully for the summer market, while also concentrating on growing our online sales at www.iMicrodose.nl. As I've said in the past, we're proud to be providing access now and we continue to deliver on that mandate."

About Red Light Holland Corp.

The Company is an Ontario-based corporation engaged in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws.

For additional information on the Company:

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Forward-Looking Statements

Neither the Canadian Securities Exchange (the "CSE") nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently

uncertain and outside of the Company's control.

Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein include, but are not limited to, information relating to the synergies from the acquisition of SR Wholesale and conservatively deploying capital into growth opportunities. Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws.