

# Red White & Bloom Names Alcohol Industry Finance Executive Chris Ecken as CFO

- ***Brings 25+ years of experience in highly regulated spirits/wine industry***
- ***Expert in global analytics strategy to create sustainable growth***
- ***Experience leading NYSE-listed firm benefits RWB on its trajectory for uplisting, subject to “safe banking” for the cannabis industry***

TORONTO, Oct. 21, 2021 (GLOBE NEWSWIRE) -- [Red White & Bloom Brands Inc. \(CSE: RWB and OTC: RWBYF\) \("RWB" or the "Company"\)](#), a multi-state cannabis operator and house of premium brands, has appointed Christopher Ecken as its Chief Financial Officer, effective October 2021.

“We welcome Chris Ecken as a key addition to the breadth and depth of our management team,” stated Brad Rogers, CEO of Red White & Bloom Brands. “Chris’ extensive experience as a financial executive at a major NYSE-listed player in the alcohol beverage industry – a highly regulated industry similar to cannabis -- will be a tremendous asset. His rise through the ranks and track record of accomplishments at each level is testament to his financial acumen, visionary leadership and strategic mindset. We anticipate his specialized skills will help shape sustainable long-term growth, the shift to cannabis industry safe banking, and an upward trajectory toward a listed exchange for Red White & Bloom.”

Ecken noted, "I'm looking forward to leveraging my extensive experience within the spirits industry as I lead Red White & Bloom's finance organization during this exciting time of growth for the company and the cannabis industry overall."

Ecken brings decades of finance experience, including the last 25 in executive finance at Brown-Forman, a producer of some of the world’s most recognizable alcohol brands; including Jack Daniel’s®, Woodford Reserve® and Herradura®. Mr. Ecken has served in leadership roles overseeing and administering a full spectrum of finance functions, including strategy and forecasting, operational management, and execution, risk management and controls, revenue management, and M&A due diligence. Most recently he held the title of Senior Vice President, Director Global Analytics, after successful execution of the roles of SVP Director Global Financial Planning & Analytics/Commercial Finance; VP Director Global Business and Strategic Analytics; and VP Finance Director – North America; VP Finance Director Latin America; as well as other positions. Some of his most notable achievements include:

- Leading a cultural and mindset shift away from standard budgeting and reporting, toward continuous planning, data-driven analytics and actionable business insights;
- Leading the global revenue management initiative focused on creating sustainable growth;
- Fully implementing global and regional restructuring; and

- Creating and leading a new data science organization focused on delivering insights and strong visualization.

Prior to that, Mr. Ecken worked at KPMG in tax and audit. He holds an M.B.A. from Southern Methodist University Graduate School of Business and a B.S. in Accounting from St. Louis University.

Rogers concluded, “We thank Theo van der Linde for his work as RWB’s CFO in the transition following the reverse merger, and look forward to his continued contribution as a member of the RWB Board. Our industry is experiencing a lightning fast pace of change, and we are well-positioned to take advantage of the opportunities before us, thanks to our highly skilled management team and board of directors.”

#### **About Red White & Bloom Brands Inc.**

The company is positioning itself to be one of the top three multi-state cannabis operators active in the US legal cannabis and hemp sector. RWB is predominantly focusing its investments on the major US markets, including Michigan, Illinois, Florida, Arizona, and California with respect to cannabis, and the US and internationally for hemp-based CBD products.

For more information about Red White & Bloom Brands Inc., please contact:

#### **Tyler Troup, Managing Director**

Circadian Group IR

[IR@RedWhiteBloom.com](mailto:IR@RedWhiteBloom.com)

**Visit us on the web:** [www.RedWhiteBloom.com](http://www.RedWhiteBloom.com)

#### **Follow us on social media:**

Twitter: @rwbbbrands

Facebook: @redwhitebloombrands

Instagram: @redwhitebloombrands

*Neither the CSE nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.*

#### **FORWARD LOOKING INFORMATION**

This press release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company’s current expectations. When used in this press release, the words “estimate”, “project”, “belief”, “anticipate”, “intend”, “expect”, “plan”, “predict”, “may” or “should” and the negative of these words or such variations thereon or comparable terminology are intended to identify forward-looking statements and information. There is no assurance that these transactions will yield results in line with management expectations. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements, or other future events, to be materially different from any future results, performance or

achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks: risks associated with the implementation of the Company's business plan and matters relating thereto, risks associated with the cannabis industry, competition, regulatory change, the need for additional financing, reliance on key personnel, market size, and the volatility of the Company's common share price and volume. Forward-looking statements are made based on management's beliefs, estimates and opinions on the date that statements are made, and the Company undertakes no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change. Investors are cautioned against attributing undue certainty to forward-looking statements.

There are a number of important factors that could cause the Company's actual results to differ materially from those indicated or implied by forward-looking statements and information. Such factors include, among others, risks related to the Company's proposed business, such as failure of the business strategy and government regulation; risks related to the Company's operations, such as additional financing requirements and access to capital, reliance on key and qualified personnel, insurance, competition, intellectual property and reliable supply chains; risks related to the Company and its business generally; risks related to regulatory approvals. The Company cautions that the foregoing list of material factors is not exhaustive. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to in the previous paragraph will not cause such forward-looking statements and information to differ materially from actual results or events. However, the list of these factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. While the Company may elect to, it does not undertake to update this information at any particular time.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS PRESS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS PRESS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE LAWS.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/9294ffd5-c8d1-4ddb-96bd-cfd06ecf5953>





**Red White & Bloom Brands has tapped as its new CFO Christopher Ecken, a finance executive from Brown-Forman, a producer of some of the world's most recognizable alcohol brands.**

Source: Red White & Bloom Brands Inc.