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Oasis Cannabis Dispensary Launches Their New and Improved App to Enhance the Customer Experience

LAS VEGAS, NV / ACCESSWIRE / August 16, 2023 /CLS Holdings USA, Inc. (OTCQB:CLSH)(CSE:CLSH), (the "Company" or "CLS"), a diversified cannabis company operating as Cannabis Life Sciences, is pleased to announce their new and improved Oasis Cannabis app. The app was created by the Springbig platform to enhance the customer experience and boost the dispensaries communications. This tool solves many of the regulated platform issues the cannabis industry struggles with daily including text messaging deliverability, social media advertising, and additional marketing efforts.

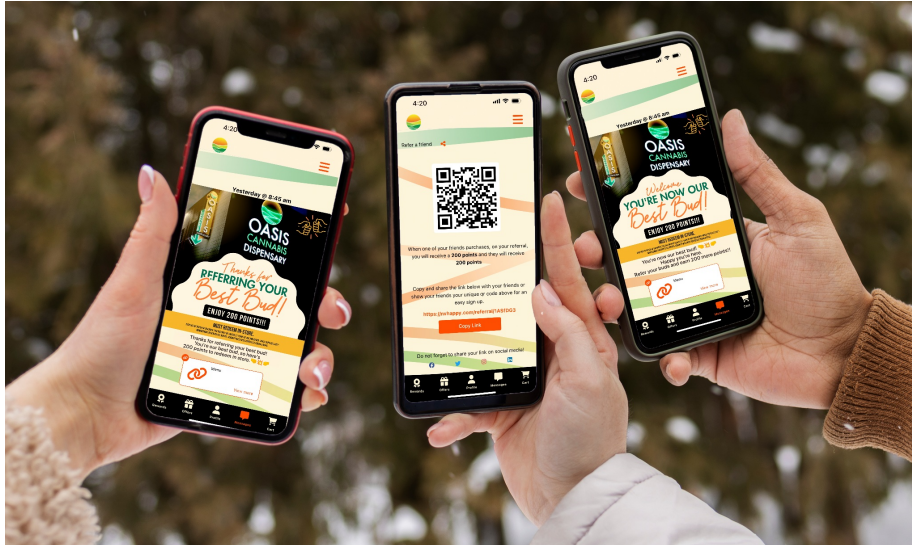
The text deliverability issues have magnified over the years due to 10DLC/SHAFT regulations and the carrier's filtering increasing, it has been more challenging to get messages through to our customers. This has caused the industry to search for other communication alternatives. The Oasis Cannabis app allows users to receive daily messages through push notifications, resulting in no carrier filtering of our messages. It also includes features such as viewing rewards points, online shopping, exclusive offers, referring a friend, interests, and more.

The app enhances the dispensary's new subscription program experience, known as the Oasis VIP Club. VIP Club members can view their special offers within the app including their 1st visit promo item, 1 promo item a month, skip the line pass, 25% off all non-sale items, 40% off City Trees products all day, and free delivery all day. These offers can be redeemed in-store and online to cater to customers needs. The skip the line perk has received extremely positive feedback from customers due to Oasis's daily happy hour from 4:20 pm to 7:10 pm where the line can form all the way out the dispensary's door!



Another highly received feature the app offers is the referral program. Customers can share the QR code within their app with a friend to redeem \$10 off their next visit for them and the person they referred! The friend and new customer will also receive a 1st time customer double points offer to redeem on their next visit. This has allowed for an easy shopping experience for existing & new customers! The Oasis Cannabis app will improve and grow as

Springbig has plans to develop more features in the near future.



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Forward-Looking Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and "forward-looking statements" as that term is defined in the Private Securities Litigation Reform Act of 1995 (collectively, the "forward-looking statements"). These statements relate to, among other things, the expected development of our business and joint ventures, results of operations and financial performance, future liquidity, working capital and capital requirements. The continued spread of COVID-19 could have, and in some cases already has had, an adverse impact on our business, operations and financial results, including through disruptions in our cultivation and processing activities, supply chains and sales channels, and retail dispensary operations as well as a deterioration of general economic conditions including a possible national or global recession. In some cases, you can identify forward looking statements by terminology such as "may," "might," "will," "should," "intends," "expects," "plans," "goals," "projects," "anticipates," "believes," "estimates," "predicts," "potential," or "continue" or the negative of these terms or other comparable terminology. These forward-looking statements are only predictions, are uncertain and involve substantial known and unknown risks, uncertainties and other factors which may cause our actual results, levels of activity or performance to be materially different from any future results, levels of activity or performance expressed or implied by these forward-looking statements. We cannot

guarantee future results, levels of activity or performance. You should not place undue reliance on these forward-looking statements, which speak only as of the date that they were made. These cautionary statements should be considered together with any written or oral forward-looking statements that we may issue in the future. Except as required by applicable law, we do not intend to update any of the forward-looking statements to conform these statements to reflect actual results, later events or circumstances or to reflect the occurrence of unanticipated events. See CLS Holdings USA filings with the SEC and on its SEDAR profile at www.sedar.com for additional details.

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