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High Tide Announces Partnership with KEYS PLEASE in Public Safety Campaign Entitled “Keeping Calgary Safe”

Calgary, AB, December 18, 2018 / CNW / – High Tide Inc. (“High Tide” or the “Company”) (CSE:HITI), an Alberta-based, retail-focused cannabis and smoking accessories corporation, is pleased to announce that it has entered into a partnership with KEYS PLEASE to support the organization’s “Keeping Calgary Safe” public awareness campaign. Operating since 1997 under the trade name KEYS PLEASE, The Driving Alternative Inc. is one of North America’s leading pioneers in providing designated driving services and is committed to making streets and highways a safer place to travel. The KEYS PLEASE service offers a designated driver to transport a customer home in their own vehicle or deliver the customer’s vehicle to a destination of their choice.

The goal of the “Keeping Calgary Safe” campaign is to improve awareness and educate citizens about the safe consumption of cannabis and other controlled substances, as well as the travel alternatives available to get them home safely. “As cannabis becomes more readily available and acceptable in our communities, it is important for us to make sure that we are reinforcing responsible behaviour,” says Raj Grover, High Tide’s President & Chief Executive Officer. “Safety is an integral part of our company, from employee training to in-store customer service to ensuring that consumers arrive home to their families.” After the legalization of recreational cannabis in Canada on October 17, 2018, campaigns such as this will be essential to educating consumers, the cannabis industry and local governments about the shared responsibility of building safe communities.

In support of this initiative, High Tide will be introducing additional training and procedures for all of its current Canna Cabana and eventual KushBar retail cannabis stores in Alberta, to help employees recognize symptoms of cannabis intoxication. These safety measures will include information about local transportation options to ensure that each and every visitor to a Canna Cabana or KushBar store has the information to reach their home or other destination safely. Additionally, High Tide will be providing complementary cannabis education for KEYS PLEASE drivers, to help ensure that The Driving Alternative® continues to provide an important set of up-to-date services for Albertans.

About KEYS PLEASE

KEYS PLEASE is a trade-mark owned by The Driving Alternative Inc. used under licence in Canada and the United States. The Driving Alternative Inc. originated in Calgary, Alberta in 1997. Since inception, the pioneering organization has served millions of customers and is one of the

current leaders in providing designated driving services. The KEYS PLEASE service offers a designated driver to transport a customer and their guests to their destination in their own vehicle or deliver a customer's vehicle to a destination of their choice. The organization is dedicated to exceeding industry standards and continually strives for excellence in customer service. KEYS PLEASE is committed to making streets and highways a safer place to travel. KEYS PLEASE is a member of the Canadian Franchise Association.

For more information about KEYS PLEASE., visit www.keysplease.net

About High Tide Inc.

High Tide is an Alberta-based, retail-focused cannabis corporation. It is among the most vertically-integrated companies in the Canadian cannabis market, with portfolio subsidiaries including RGR Canada Inc., Smoker's Corner Ltd., Famous Brandz Inc., Canna Cabana Inc. and the majority of KushBar Inc. High Tide's strategy as a parent company is to extend and strengthen its retail-focused integrated value chain, while providing a complete customer experience and maximizing shareholder value.

Representing the core of High Tide's business, RGR Canada Inc. is a high-quality and innovative designer, manufacturer and distributor of cannabis accessories. Founded in 2009 and approved by the Canadian Franchise Association, Smoker's Corner Ltd. is Canada's largest counter-culture chain with 19 current locations. Famous Brandz Inc. is a dominant manufacturer of licensed lifestyle accessories, through partnerships with celebrities and entertainment companies including Snoop Dogg and Paramount Pictures. Famous Brandz' products are sold to wholesalers and retailers around the world. With the deregulation of recreational cannabis for adult use across Canada, Canna Cabana Inc. has 4 current locations and is positioned to become a sizeable retail brand through a modern concept with a sophisticated yet playful customer experience, while KushBar Inc. is a retail concept that will also be focused on the valued Canadian cannabis consumer.

For more information about High Tide Inc., visit www.hightideinc.com

Forward-Looking Information

Certain statements in this news release are forward-looking information or forward-looking statements. Such information and statements, referred to herein as "forward-looking statements" are made as of the date of this news release or as of the date of the effective date of information described in this news release, as applicable. Forward-looking statements relate to future events or future performance and reflect current estimates, predictions, expectations or beliefs regarding future events. Any statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (generally, forward-looking statements can be identified by use of words such as "outlook", "expects", "intend", "forecasts", "anticipates", "plans", "projects", "estimates", "envisages", "assumes", "needs", "strategy", "goals", "objectives", or variations thereof, or stating that certain actions, events or results "may", "can", "could", "would", "might", or "will" be taken, occur or be achieved, or the negative of any of these terms or similar expressions, and other similar terminology) are not statements of historical fact and may be forward-looking statements.

Such forward-looking statements are based on assumptions that may prove to be incorrect, including but not limited to the ability of High Tide to execute on its business plan and that High Tide will receive one or multiple licenses from Alberta Gaming, Liquor & Cannabis, British

Columbia's Liquor Distribution Branch or the Saskatchewan Liquor and Gaming Authority permitting it to carry on its Canna Cabana Inc. and KushBar Inc. businesses. High Tide considers these assumptions to be reasonable in the circumstances. However, there can be no assurance that any one or more of the government, industry, market, operational or financial targets as set out herein will be achieved. Inherent in the forward-looking statements are known and unknown risks, uncertainties and other factors that could cause actual results, performance or achievements, or industry results, to differ materially from any results, performance or achievements expressed or implied by such forward-looking statements.

The forward-looking statements contained herein are current as of the date of this news release. Except as required by law, High Tide does not have any obligation to advise any person if it becomes aware of any inaccuracy in or omission from any forward-looking statement, nor does it intend, or assume any obligation, to update or revise these forward-looking statements to reflect new events or circumstances. Any and all forward-looking statements included in this news release are expressly qualified by this cautionary statement, and except as otherwise indicated, are made as of the date of this news release.

SOURCE High Tide Inc.

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