

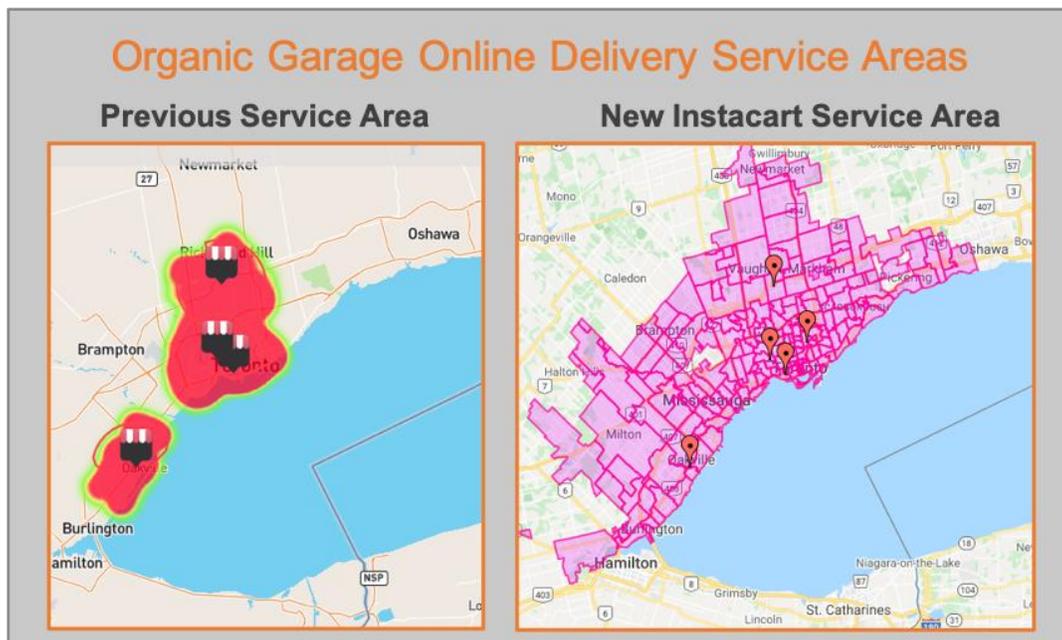


## Organic Garage Enhances Expansion Potential with Instacart Partnership

*Company's expanded online reach and ample cash position will support FY 2022 growth initiatives*

**June 7, 2021, Toronto, Canada:** Organic Garage Ltd. (TSXV: OG, OTCQX: OGGFF, FRA: 9CW1), one of Canada's leading independent organic grocers, announced that it has signed an exclusive partnership agreement with Instacart, North America's largest online delivery platform, for the online ordering and delivery of groceries from all Organic Garage retail locations. The agreement significantly increases the Company's online delivery service area, amplifying an online sales strategy that was implemented in January 2020, and has shown consistent growth since its inception.

As part of the agreement with Instacart, Organic Garage has extended its delivery range and increased its online delivery availability to over 2.11 million households in the Ontario market. This includes delivery to new markets that were previously not available for delivery from Organic Garage including Mississauga, Milton, Brampton, Newmarket, Scarborough, and Pickering, to name a few. Under the data sharing agreement, prices on the Instacart platform will reflect Organic Garage's regularly priced on-shelf and flyer merchandise.



*Comparison of Organic Garage's online delivery service areas.*

In January 2020, the Company expanded its offerings to include, through partnership, online ordering and deliveries from all Organic Garage locations with the intent of enhancing its relationship with existing customers and at the same time open up access to segments of shoppers that the Company could not previously reach.

Matt Lurie, CEO of Organic Garage commented, “This agreement with Instacart will significantly increase the potential customer base of Organic Garage. Extending our delivery range by partnering with North America’s largest online grocery platform further evolves our e-commerce business, providing additional safe shopping options for our existing customers in addition to finding innovative ways of increasing brand awareness and growing our customer base going forward.”

The Company believes that the data sharing agreement will provide additional benefits as a complementary research tool to those used in its current site selection strategy. Typical evaluation of new sites consists of standard demographic statistics like population density and average income but the ability to use enhanced data in a Company-specific context could be used to research expansion opportunities in an effective and targeted manner.

Organic Garage reported a sizable increase to its year-end cash position, which grew to \$1.6 million at fiscal 2021 year-end from the \$0.2 million reported the year prior. That cash position was further solidified with additional warrants and options exercised subsequent to the fiscal 2021 year-end, and now stands at over \$2.4 million as of June 4<sup>th</sup>, providing the Company with ample funds to execute on its stated growth and expansion strategies heading into the 2022 fiscal year.

#### **About Organic Garage Ltd.**

Organic Garage (TSXV: OG, OTCQX: OGGFF, FRA: 9CW1) is one of Canada’s leading independent organic grocers and is committed to offering its customers a wide selection of healthy and natural products at everyday affordable prices. The Company’s stores are in prime retail locations designed to give customers an inclusive, unique and value-focused grocery shopping experience. Founded in 2005 by a fourth-generation grocer, Organic Garage is headquartered in Toronto. The Company is focused on continuing to expand its retail footprint within the Greater Toronto Area. For more information please visit the Organic Garage website at [www.organicgarage.com](http://www.organicgarage.com)

#### **About Instacart**

Instacart is the leading online grocery platform in North America. Instacart shoppers offer same-day delivery and pickup services to bring fresh groceries and everyday essentials to busy people and families across the U.S. and Canada. Instacart has partnered with more than 600 beloved national, regional and local retailers, including unique brand names, to deliver from more than 45,000 stores across more than 5,500 cities in North America. Instacart’s delivery service is available to over 85% of U.S. households and 70% of Canadian households. The company's cutting-edge enterprise technology also powers the ecommerce platforms of some of the world's biggest retail players, supporting their white-label websites, applications and delivery solutions. Instacart offers an Instacart Express membership that includes reduced service fees and unlimited free delivery on orders over \$35. For more information, visit [www.instacart.com](http://www.instacart.com).

For anyone interested in becoming an Instacart shopper, visit <https://shoppers.instacart.com/>.

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This news release contains certain forward-looking statements and forward-looking information (collectively referred to herein as "forward-looking statements") within the meaning of applicable Canadian securities laws. All statements other than statements of present or historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "anticipate", "achieve", "could", "believe", "plan", "intend", "objective", "continuous", "ongoing", "estimate", "outlook", "expect", "may", "will", "project", "should" or similar words, including negatives thereof, suggesting future outcomes.

Forward looking statements are subject to both known and unknown risks, uncertainties and other factors, many of which are beyond the control of Organic Garage, that may cause the actual results, level of activity, performance or achievements of Organic Garage to be materially different from those expressed or implied by such forward looking statements. Although Organic Garage has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended.

Forward-looking statements are not a guarantee of future performance and involve a number of risks and uncertainties, some of which are described herein. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause Organic Garage's actual performance and results to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. Any forward-looking statements are made as of the date hereof and, except as required by law, Organic Garage assumes no obligation to publicly update or revise such statements to reflect new information, subsequent or otherwise.