



General Assembly Brings Elevated Frozen Pizza Experience to Organic Garage

GA Pizza's premium, better-for-you frozen pizzas now available at all Organic Garage quality-focused GTA stores

TORONTO, CANADA — January 27, 2022 —General Assembly Holdings Limited (the “Company” or “GA Pizza”) (TSXV: GA), a Toronto pizza restaurant-turned-omnichannel consumer packaged goods (“CPG”) brand, today announces that its premium, naturally leavened frozen pizzas are now available at Organic Garage (“Organic Garage” or TSXV: OG, OTCQX: OGGFF, FRA: 9CW1), one of Canada’s leading independent organic grocers.

Organic Garage provides healthy, affordably-priced food in fun and engaging grocery stores in the Greater Toronto Area. It only sells natural and organic products that meet strict guidelines set out in its [Dump It List](#)—a commitment to quality that mirrors GA Pizza’s own.

“GA Pizza’s naturally leavened, freshly-frozen pizzas are perfect for Organic Garage customers,” said **Matt Lurie, CEO** of Organic Garage. “Our companies share similar values and community-based origins. We’re excited to partner with a boundary-pushing brand that uses healthier alternatives and premium ingredients to create pizzas that we can be proud to offer in our stores.”

Organic Garage shoppers can now fill their carts with seven chef-designed frozen GA Pizzas, each of which can be perfectly baked in seven minutes.

Organic Garage is driving awareness about GA Pizza’s debut in its freezers with a targeted range of promotional efforts, including [social media](#) and prominent inclusion in its popular [UnFlyer](#).

The partnership is the first to be announced since GA Pizza [secured a national distribution deal with UNFI Canada](#) late last year, and marks the latest milestone in GA Pizza’s rapid evolution as a retail-focused CPG brand. GA Pizzas are currently available in more than 100 grocery stores—a number that is expected to grow rapidly as more shoppers get hooked on a faster, easier, more delicious frozen pizza experience.

“As we scale our presence in grocery stores across Canada, we were immediately attracted to Organic Garage since their customers are exactly who GA Pizza is targeting with our natural leavened frozen pizza line,” said **Ali Khan Lalani, Founder and CEO** of GA Pizza. “We are each obsessed with meeting growing customer needs for high-quality, delicious food, made from natural and healthier ingredients.”

About GA Pizza

GA Pizza (TSXV: GA) began its life as a fast-casual pizza restaurant in the heart of Toronto. Four years later, we also offer a freezer-to-table consumer packaged goods line and a revolutionary direct-to-consumer eCommerce experience—not to mention a pizza box with more than one pizza in it. Our ambition? Make delicious pizzas available to everyone, everywhere. We’re always working to take pizza to new heights—from showing the world that better pizza is possible, to finding new spaces and places to deliver unrivaled pizza experiences. Find us in your freezer or visit [gapizza.com](#) for more information.

Visit [invest.gapizza.com](#) or [gapizza.com](#) for more information.

About Organic Garage

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.

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Forward-Looking Information

This press release contains statements which constitute "forward-looking information" or "forward-looking statements" (together "forward-looking information") within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs, and current expectations of the Company with respect to future business activities and operating performance. Forward-looking information is often identified by the words "may", "would", "could", "should", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" or similar expressions and includes information regarding anticipated increases to the Company's production capacity at the master facility and the Company's growth strategy.

Investors are cautioned that forward-looking information is not based on historical facts but instead reflect the Company's management's expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Company believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance, or achievements of the combined company. Among key factors and risks that could cause actual results to differ materially from those projected in the forward-looking information may include, without limitation, the following: there being no market for the securities of the Company; the Company's limited operating history; global economic risk; COVID-19's impact on the Company; the general economic environment; cybersecurity risks; financial projections may prove materially inaccurate or incorrect; the

Company may experience difficulties to forecast sales; general competition in the industry from other companies; management of growth-related risks; reliance on management; risks relating to insurance; changes in food and supply costs could adversely affect profitability and ultimately our results of operations; our business could be adversely affected by increased labour costs or difficulties in finding suitable employees; changes in customer tastes and preferences, spending patterns and demographic trends could cause sales to decline; changes in nutrition and food regulation; failure to establish our master production facility; failure to expand production capacity; disruption at our facilities; government regulation of the food industry creating risks and challenges; risk associated with food safety and consumer health; changes in internet and social media search algorithms; risks associated with leasing commercial and retail space; third party reliance for shipping and payment processing; environmental laws; we may not persuade customers of the benefits of paying our prices for higher-quality food; our marketing and advertising strategies may not be successful, which could adversely impact our business; requirements for further financing; the Company may prioritize customer growth and engagement and the customer experience over short-term financial results. This forward-looking information may be affected by risks and uncertainties in the business of the Company and market conditions.

Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated, or expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. The Company does not intend, and does not assume any obligation, to update this forward-looking information except as otherwise required by applicable law.