



PEEKABOO BEANS ENGAGES KIN COMMUNICATIONS AS INVESTOR RELATIONS CONSULTANT

VANCOUVER, BC – February 26, 2018 Peekaboo Beans Inc. (“**Peekaboo Beans**” or the “**Company**”) (TSXV: BEAN) announces, subject to the approval of the TSX Venture Exchange (the “**Exchange**”), the engagement of Kin Communications Inc. (“**Kin**”) as investor relations consultant to the Company. Kin will provide strategic consulting services to assist Peekaboo in expanding their corporate profile and attracting new investors.

Upon engagement, Kin was paid \$120,000 for a 12 month term commencing February, 2018. If the Company elects to continue with Kin, on a month to month basis, commencing February, 2019 Kin will be paid a fee of \$10,000 per month. Kin has also been granted stock options to acquire up to 200,000 common shares of the Company at a price of \$0.80 per common share. The stock options will vest quarterly in four tranches of 50,000 and are exercisable for a two year term expiring on February 26, 2020, subject to earlier expiry on termination of the agreement in accordance with the Company's stock option plan and the policies of the Exchange. Kin currently holds 293,000 common shares in the capital of the Company and 147,000 common share purchase warrants.

The Company also announces that it has granted stock options to acquire up to 200,000 common shares of the Company to a director and officer of the Company. Each of the stock options is exercisable for a ten year term expiring on February 26, 2028 and exercisable until that time at a price of \$0.80 per common share. The stock options are subject to vesting provisions, 25% vesting on the date of grant and an additional 25% to vest every year thereafter. The stock options, and any common shares issued upon exercise of the stock options, are subject to a four month resale restriction expiring June 27, 2018.

About Peekaboo Beans Inc.

Peekaboo Beans is a Canadian public company with a majority female Board of Directors producing high-quality, ethically manufactured children's apparel. Peekaboo Beans is sold exclusively through its direct-sales network of stylists or independent sales representatives. In line with its mission, Peekaboo Beans develops custom fabrics and designs its apparel to promote play in children's lives. Through the direct-sales model, Peekaboo Beans trains women to be entrepreneurs, build a business and generate income on their own terms.

On behalf of the Board of Directors,
Peekaboo Beans Inc.

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Reader Advisory

This news release may contain statements which constitute “forward-looking information”, including statements regarding the plans, intentions, beliefs and current expectations of the Company, its directors, or its officers with respect to the future business activities of the Company. The words “may”, “would”, “could”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect” and similar expressions, as they relate to the Company, or its management, are intended to identify such forward-looking statements. Investors are cautioned that any such forward-looking statements are not guarantees of future business activities and involve risks and uncertainties, and that the Company’s future business activities may differ materially from those in the forward-looking statements as a result of various factors, including, but not limited to, fluctuations in market prices, successes of the operations of the Company, continued availability of capital and financing and general economic, market or business conditions. There can be no assurances that such information will prove accurate and, therefore, readers are advised to rely on their own evaluation of such uncertainties. The Company does not assume any obligation to update any forward-looking information except as required under the applicable securities laws.

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