



Peekaboo Beans Introduces Limited-Time Smash + Tess Hostess Promotion

VANCOUVER, BC – May 16, 2018 Peekaboo Beans Inc (“**Peekaboo Beans**” or the “**Company**”) (TSXV: BEAN) is excited to announce a new promotion in the form of a Hostess Bonus for the month of May featuring a popular product from Vancouver-based apparel company, Smash + Tess.

Stylists who host a qualifying Pop-Up with CAD\$500 in sales and 3 unique orders are eligible to receive a Smash + Tess Sunday Romper for only CAD\$65. Smash + Tess rompers regularly retail for CAD\$119 and are highly coveted by celebrities and influencers.

Hostess Bonuses are additional perks offered to customers to encourage them to host a Pop-Up with a Peekaboo Beans Stylist, supplementary to existing Pop-Up rewards. As well, with the presence of such Hostess Bonuses, Stylists are motivated to book more Pop-Ups to increase the exposure of Peekaboo Beans and sell more product.

Traci Costa, Founder and CEO of Peekaboo Beans, commented, “Offering these popular rompers from a female-driven and like-minded company like Smash + Tess to our customers and Stylist network creates a strong hostess promotion that will motivate our Stylists to book more Pop-Ups and sell more product. We are working diligently to maximize the value of our Stylists’ businesses as we expand throughout both the United States and Canada in 2018.”

About Smash + Tess

- Smash + Tess is founded by a mother-daughter-bestie team in Vancouver, British Columbia;
- Their loungewear is designed and ethically produced in North America;
- They share similar values to Peekaboo Beans, such as producing a high-quality product that is designed to last and they are all about empowering women;
- Their rompers are more popular than ever! They continuously sell out on their own website and have lots of famous fans, such as Jillian Harris, Kaitlyn Bristowe, and most recently, Stassi Schroeder;
- Smash + Tess is about celebrating femininity, friendship, and feeling good.

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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