



Peekaboo Beans Announces OTCQB Listing Under the Symbol “PBBSF”

Peekaboo aiming to expand US shareholder base parallel to US stylist and sales growth

VANCOUVER, BC – May 17, 2018 Peekaboo Beans Inc (“**Peekaboo Beans**” or the “**Company**”) (TSXV: BEAN) (OTCQB: PBBSF) is pleased to announce that commencing May 17, 2018 its common shares will be listed for trading on the OTCQB under the trading symbol PBBSF.

Peekaboo Beans Founder, President and CEO, Traci Costa, commented “We are very excited to provide this platform to our existing and prospective US shareholders. The OTCQB allows for greater exposure and accessibility to US investors as the Company continues to build on its US expansion, stylist recruitment and sales growth.

The United States represents a major growth opportunity for Peekaboo Beans. Data from the Direct Selling Association showed a record 20.5 million people were involved in direct selling in the United States in 2016, a 1.5% increase from the prior year. The direct sales industry in the US has grown from \$29B in sales in 2011 to over \$35.5B in 2016, corresponding to a 5% CAGR and quantifying the emergence of the direct sales model relative to traditional retail channels.

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.

Ms. Traci Costa, President and CEO
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