



## **CO2 GRO Inc. Is Pleased to Announce that Darla Lanphear has been appointed Head of Sales for Canada, Mexico and the United States**

**TORONTO, ON January 21, 2021** (Access Wire) Toronto based CO2 GRO Inc. ("**GROW**") (TSX-V: GROW, OTCQB: BLONF, Frankfurt: 4021) is pleased to announce that Darla Lanphear will be the head of GROW's sales with responsibility for individual sales representatives and sales teams in Mexico, Canada and the US (MCA) effective immediately.

Darla has 23 years of experience as regional sales manager in the greenhouse, shade, shelter and playground industries with her last role heading East Coast territory sales for Paul Boers Manufacturing, a globally renowned greenhouse designer and manufacturer.

Aaron Archibald, VP Sales and Strategic Alliances commented, "The significant interest and associated sales activity in CO2 Delivery Solutions™ now requires a dedicated greenhouse sales and marketing professional with long term experience in the covered grow industry to capitalize on the increasing business development opportunities in the MCA region. Darla brings 23 years of sales and marketing experience in the MAC greenhouse industry as well as extensive industry contacts. We are delighted to welcome Darla to our management team and look forward to working with her to further develop the business and enhance shareholder value."

"With Darla joining CO2 GRO to manage sales activities in the MCA region management will now have more time to focus on the increasing opportunities to partner with additional marketing partners who can pursue business development opportunities in respective regions."

Visit [www.co2delivery.ca](http://www.co2delivery.ca) for more information on CO2 Delivery Solutions™ or [watch this video](#). To see a CO2 Delivery Solutions™ VCO2 system installation, [watch this video](#).

### **About CO2 GRO Inc.**

GROW's 2021 target market is the 50 billion square feet of greenhouses and covered cultivation facilities globally (USDA). 80% of these facilities cannot use CO<sub>2</sub> gassing due

to heat venting, porosity or CO<sub>2</sub> usage cost. For decades, CO<sub>2</sub> gassing has only been used in expensive indoor sealed greenhouses that achieve up to 30% more plant yield. These enhanced yields are only possible if over 1000 ppm CO<sub>2</sub> levels are maintained throughout the year. Even expensive sealed greenhouses struggle to maintain these levels consistently throughout the year as up to 50% of the augmented CO<sub>2</sub> gas escapes the greenhouse naturally and even more escapes when the greenhouse is vented in warmer months, leaving room for yield improvement.

GROW's CO<sub>2</sub> Delivery Solutions™ helps all greenhouses achieve up to 30% more plant yield consistently throughout the year. In addition, aqueous CO<sub>2</sub> misting offers pathogen Perimeter Protection™ for plants by slowing the spread of micro pathogens such as *E. coli* and powdery mildew. CO<sub>2</sub> gassing does not offer plant protection.

GROW naturally and safely dissolves CO<sub>2</sub> gas into water without bubbles or pressure. This creates an aqueous CO<sub>2</sub> solution which is then misted directly onto the plant's leaves and shoots. The aqueous CO<sub>2</sub> solution's micro droplets create a microfilm on the leaf surface, isolating the leaf from the atmosphere. The diffusion gradient created favors CO<sub>2</sub> transport into the leaf, regardless of the stomata.

CO<sub>2</sub> Delivery Solutions™ has been demonstrated on crops including *Cannabis*, hemp, lettuce, kale, microgreens, peppers, strawberries, orchids and other flowers. Greenhouse growers everywhere that cannot gas CO<sub>2</sub> can now add CO<sub>2</sub> to their crops using CO<sub>2</sub> Delivery Solutions™, increasing plant yields and profits. As carbon taxes rise, sealed greenhouse growers that gas CO<sub>2</sub> will have to pay more for their emissions. CO<sub>2</sub> Delivery Solutions™ offers these greenhouses the ability to supplement their plants with CO<sub>2</sub> consistently throughout the year without emitting CO<sub>2</sub> gas to the atmosphere and using up to 95% less CO<sub>2</sub> through aqueous CO<sub>2</sub> misting.

### **Forward-Looking Statements**

*This press release contains statements which constitute "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. Forward-looking information is often identified by the words "may," "would," "could," "should," "will," "intend," "plan," "anticipate," "believe," "estimate," "expect" or similar expressions and include information regarding: statements regarding the future direction of the Company; the ability of the Company to successfully achieve its business and financial objectives; plans for expansion and the ability of the Company to obtain, develop and foster its business relationships; and expectations for other economic, business, and/or competitive factors. 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 the business of the Company's future results or events based on the opinions, assumptions and estimates that management considered reasonable at the date the statements are made. Such assumptions include but are not limited to: general business and economic conditions; the Company's ability to successfully execute its plans and intentions; the availability of financing on reasonable terms; the Company's ability to attract and retain skilled staff; market competition; the products and technology offered by the Company's competitors; and that good relationships with business partners will be maintained. 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. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: changes in general economic, business and political conditions, including changes in the financial markets; in particular, in the ability of the Company to raise debt and equity capital in the amounts and at the costs that it expects; adverse changes in applicable laws or adverse changes in the application or enforcement of current laws; the biotechnology industry and the greenhouse growers market are highly competitive, and technical advances in the industry will impact the success of the Company, and other risks described in the Company's filings that are available at [www.sedar.com](http://www.sedar.com). 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.*

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

**For more information, please visit [www.co2gro.ca](http://www.co2gro.ca) or contact Michael O'Connor, Investor Relations Manager at 604-317-6197 or [michael.oconnor@co2gro.ca](mailto:michael.oconnor@co2gro.ca)**