



For Immediate Release

RYAN CHEUNG APPOINTED AS CHIEF FINANCIAL OFFICER OF FRIDAY'S DOG HOLDINGS INC.

Vancouver, B.C., July 8, 2022 – Friday's Dog Holdings Inc. ("**Friday's Dog**" or the "**Company**") (TSXV: FRDY), announces the appointment of Mr. Ryan Cheung as Chief Financial Officer and Corporate Secretary of the Company effectively July 8, 2022. Mr. Cheung replaced Paul Charlish, who resigned from the Company as Chief Financial Officer and Corporate Secretary of the Company effective July 8, 2022 to pursue other interests. The Company wishes to sincerely thank Mr. Charlish for his efforts and contributions as Chief Financial Officer and Corporate Secretary of the Company and wishes him all the best in his future endeavours.

Mr. Cheung, CPA, CA, has been providing accounting, management, securities regulatory compliance services to private and public-listed companies for the past fifteen years. He began his career in CA-public practice in 2003 articling with a boutique and mid-sized firm eventually specializing in Canadian listed entity compliance and related securities services. In 2008, Mr. Cheung founded Midland Chartered Accountants Ltd. Focused on providing tax and integrated accounting and advisory solutions to private companies and high net worth individuals with a heavy emphasis on maintaining strong professional relationships. Mr. Cheung's financial expertise includes financial and accounting management, administrative services, advice relating to capital markets, managing company finances, including financial planning, management of financial risks, recordkeeping, and financial reporting, as well as strategic and tactical matters relating to budget management, pro-forma financial statement compilation, cost-benefit analysis, and forecasting needs. Mr. Cheung currently sits as a director and/or senior officer of several Canadian listed entities. Mr. Cheung holds a Bachelor of Commerce degree from the University of Victoria and is a member of the Chartered Professional Accountants of British Columbia.

About Friday's Dog

Friday's Dog Holdings Inc. is a premium CPG company specializing in dog-care products sold primarily through DTC channels. Products range from treats, shampoos and conditioners, grooming and care products, and dog lifestyle accessories. Launching in April, 2022 with 9 ready-made products, the team has over 70 other items in development at varying stages in the pipeline for continued DTC distribution. To supplement its product marketing side, the Company is further supported by experienced financiers and independent directors continuing to advise the expected growth of Friday's Dog.

On Behalf of the Board of Friday's Dog Holdings Inc.

"Anthony Paterson"

Anthony Paterson, Director

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Visit our website at www.investors.fridaysdog.com

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