

CASCADIA CONSUMER ELECTRONICS CORP.

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NEWS RELEASE

**CASCADIA CONSUMER ELECTRONICS CORP.
PROPOSES CHANGE OF PRIMARY BUSINESS**

VANCOUVER, B.C. – September 9, 2016 - Cascadia Consumer Electronics Corp. (“**Cascadia**” or the “**Company**”) (CSE: CK) is pleased to announce that it is proposing a change of its primary business from a consumer electronics company to a blockchain technology company (the “**Proposed COB**” or “**Change of Business**”).

Highlights of the Proposed Change of Business

The management and board of directors of Cascadia (the “**Board**”) are asking their shareholders (the “**Shareholders**”) to approve a Change of Business. Given the expertise and skill of the Board, the Company’s management and the Board believe that the optimal allocation of the Company’s working capital would be within the framework of a blockchain technology company, rather than a consumer electronics company. The management and Board have approved the Proposed COB, but it remains subject to approval of the Shareholders and the Canadian Securities Exchange (the “**CSE**”). There is no guarantee that the CSE will approve the Proposed COB.

Shareholder Approval

The Proposed COB requires approval of a 50% majority of the Shareholders eligible to vote at the Company’s upcoming annual general and special meeting (the “**Meeting**”), which is scheduled to be held in Vancouver at 11:00am PST on October 5, 2016.

“Management strongly believes that the change of business is in the best interest of the Company and its shareholders,” stated Cascadia’s President and CEO, Di Deng. Management recommends that Shareholders vote in favour of the Proposed COB.

Further Information

Further information regarding the meeting and Proposed COB is contained in the Cascadia’s information circular for the Meeting, which has been prepared and mailed to the Cascadia’s Shareholders in respect of the meeting. A copy is also available on SEDAR at www.sedar.com.

Shareholders should be aware that completion of the Proposed COB is subject to CSE approval and Shareholder approval and there can be no assurance that the Proposed COB will be completed as proposed, or at all. Shareholders are cautioned that, except as disclosed in the information circular, any information with respect to the Proposed COB may not be accurate or complete, and should not be relied upon. Trading in the securities of the Company should be considered highly speculative.

For further information, please contact:

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The CSE has not reviewed the adequacy of the contents of this document. Company information can be viewed at these.com. Further information regarding the Company can be found on SEDAR at www.sedar.com.

Not for dissemination in the United States of America

Legal Notice Regarding Forward Looking Statements: This news release contains “forward-looking statements” within the meaning of applicable Canadian securities legislation. Forward-looking statements are indicated expectations or intentions. Forward-looking statements in this news release include statements with respect to the Proposed COB. Factors that could cause actual results to be materially different include but are not limited to the following: that the Proposed COB and resulting business will not be carried out as described herein or in the information circular; and that the Company will not meet CSE listing requirements. Investors are cautioned against placing undue reliance on forward-looking statements. It is not our policy to update forward-looking statements.