

January 9, 2018

NEWS RELEASE**For Immediate Release****UMBRAL ANNOUNCES COMPLETION OF CHANGE OF BUSINESS TO CANNABIS ISSUER,
CHANGE OF NAME AND SYMBOL AND RESUMPTION OF TRADING**

Vancouver, B.C., January 9, 2018 – UMBRAL ENERGY CORP. (CSE: UMB) (the “**Company**” or “**Umbral**”) is pleased to announce that further to its press releases dated July 5, 2017, August 18, 2017 and November 2, 2017 in connection with the acquisition by the Company of an aggregate 75% interest in PhyeinMed Inc., a late stage Health Canada Access to Cannabis for Medical Purposes Regulations applicant for the purpose of growing, selling and distributing medical cannabis, that it has now completed a change of business transaction (the “**Transaction**”), within the meaning of such term in the policies of the Canadian Securities Exchange (the “**CSE**”) to a medical marijuana issuer.

In connection with the Transaction, the Company has changed its name to “Heritage Cannabis Holdings Corp.”. Trading of the Company’s common shares will resume trading under the new name and under the new ticker symbol “CANN” (CUSIP #42727B109 and ISIN #CA42727B1094) at the open on Wednesday, January 10, 2018.

ON BEHALF OF THE BOARD OF DIRECTORS OF UMBRAL ENERGY CORP.*“Jag Bal”*Jagdip Bal
President and CEO***The Canadian Stock Exchange does not accept responsibility for the adequacy or accuracy of this release.***

This news release contains forward-looking information, which involves known and unknown risks, uncertainties and other factors that may cause actual events to differ materially from current expectation. Important factors - including the availability of funds, the results of financing efforts, the results of exploration activities -- that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time on SEDAR (see www.sedar.com). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The company disclaims any intention or obligation, except to the extent required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.