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NEWS RELEASE  
For Immediate Release

**HERITAGE CANNABIS HOLDINGS TO APPLY FOR THREE RETAIL DISPENSARIES IN ALBERTA**

Vancouver, B.C., February 6, 2018 – HERITAGE CANNABIS HOLDINGS CORPORATION (CSE: CANN) (“Heritage” or Company”) is pleased to announce that its subsidiary PhyeinMed Inc. (“PhyeinMed”), a Health Canada late stage applicant under the ACMPR (Access to Cannabis for Medical Purposes Regulations), has initiated the process to apply for three cannabis retail store licences in Alberta.

PhyeinMed has contracted Cannabis Compliance Inc. to consult on the applications, working with Heritage advisory board member Michele Cadario, and PhyeinMed CEO Debra Senger. The applications are being created so they will be ready to be submitted immediately, once all levels of government in Alberta have approved and finalized their individual stipulations.

The retail store outlets are part of the long-term sales strategy being executed by the Company in an effort to increase brand awareness, and provide opportunities to market future products or brands which the company may choose to associate with. PhyeinMed has identified potential locations for these retail outlets, and will look to execute on these leases as soon as local governments approve.

“As we prepare to receive our Production Licence in the very near future, we continue to take steps to move our company’s sales and marketing plan forward” says Jagdip Bal, CEO of Heritage “as Provincial governments provide more details on how public distribution will work, we will adjust our plan accordingly. This Alberta retail strategy fits well for our marketing efforts.”

About Heritage Cannabis Holdings Corporation

The Company is currently listed as a marijuana issuer having a 75% interest in PhyeinMed Inc, a Health Canada late stage applicant under the ACMPR (Access to Cannabis for Medical Purposes Regulations). It is a parent and development company with strategic plans to continue to acquire Cannabis related companies.

**ON BEHALF OF THE BOARD OF DIRECTORS OF HERITAGE CANNABIS HOLDINGS CORPORATION**

*“Jag Bal”*

Jagdip Bal  
President and CEO

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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](http://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.

