

Friday, November 2, 2018

NEWS RELEASE**For Immediate Release****HERITAGE HIRES HYBRID FINANCIAL FOR INVESTOR RELATIONS**

Vancouver, B.C., November 2, 2018 – HERITAGE CANNABIS HOLDINGS CORPORATION (CSE: CANN) (“**Heritage**” or “**Company**”) is pleased to announce that it has appointed Hybrid Financial Ltd. (“**Hybrid**”) as Investor Relations Consultant.

Hybrid has been engaged to heighten market awareness and brand awareness for Heritage and to broaden the Company’s reach with retail investors.

Hybrid is a sales and distribution company working in the financial industry on behalf of clients across several market sectors. Hybrid's unique approach helps effectively and efficiently build brands and launch products on behalf of small, medium, and large clients. Offices in Toronto and Montreal allow Hybrid to comprehensively cover both United States and Canadian markets.

“We are happy to be working with Hybrid to increase our investor awareness, and assist us with moving forward in a pro-active manner in all market facing activities” says Clint Sharples, Chairman and interim CEO of Heritage “we have been actively building a significant cannabis company, and by working with a quality firm like Hybrid, more people we hear about us.”

The 12-month agreement has Hybrid being compensated CAN \$14,000 per month, in addition to an option to purchase up to 1,000,000 shares of the company, to be awarded in two installments, 50% set within one week of this agreement, and 50% in April 2019. The options will be exercisable at market price when awarded, and have a 5-year expiry.

About Heritage Cannabis Holdings Corp.

The Company is focused on becoming a vertically integrated cannabis provider that currently has two Health Canada approved licensed producers, through its subsidiaries PhyeinMed Inc. and CannaCure Corp. both regulated under the Cannabis Act Regulations. Heritage is focused on advancing its scale and technology footprint to compete both domestically and internationally.

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

“Clint Sharples”

Clint Sharples
Chairman and interim 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). 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.

