

Monday, February 4, 2019

---

**NEWS RELEASE**

For immediate release

**DONALD ZIRALDO JOINS HERITAGE AS CHAIRMAN OF THE BOARD**

Vancouver, B.C., February 4, 2019 – HERITAGE CANNABIS HOLDINGS CORPORATION (CSE: CANN) (“Heritage” or “Company”) is pleased to announce the appointment of Mr. Donald Ziraldo, as Chairman to the board of directors. In addition, Heritage is delighted to officially announce Mr. Clint Sharples as the permanent Chief Executive Officer (“CEO”). The Heritage team continues grow in strength and leadership with the addition of Donald Ziraldo and appointment of Clint Sharples as CEO.

“Heritage is fortunate to have Donald Ziraldo join our board and take on the position of Chairman. His past successes in business, his experience dealing with regulatory bodies and his knowledge of Canadian liquor boards will all be valuable to us.” says Clint Sharples, CEO of Heritage “I look forward to continuing as the official CEO of Heritage as we build a team to take us forward.”

Mr. Ziraldo’s passion and determination have been a central force in the emerging success of the Canadian wine industry. As co-founder of the Inniskillin winery in Niagara-On-TheLake, Ziraldo was granted the first winery license in Ontario after prohibition. His talent and perseverance have helped to make Canadian icewine a globally recognized luxury brand. A dedicated ambassador of Canadian wines, Ziraldo was founding chair of the Vintner’s Quality Alliance (VQA), Canada’s regulatory agency responsible for maintaining the integrity of local wine appellations. Among his many acknowledgments, he holds an honorary degree from both Brock University and University of Guelph and is a Member of the Order of Canada. He was named one of the top twenty-five Canadian CEO’s of the Century by the National Post Magazine. Ziraldo continues to be hailed as one of the most important figures in Canadian wine history. For more information on Donald Ziraldo visit [www.ziraldo.ca](http://www.ziraldo.ca).

“I’m excited to join the Heritage team and continue driving their strategic objectives forward,” said Donald Ziraldo. “The cannabis market presents a significant growth opportunity similar to the wine industry and Heritage is well-positioned to establish a strong leadership position in this quickly evolving market.”.

**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.

Tel: (604) 628-1767 email: [info@heritagecann.com](mailto:info@heritagecann.com) website: [www.heritagecann.com](http://www.heritagecann.com)

---

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

Clint Sharples  
President and CEO

For more information contact:

Clint Sharples  
Tel: 416-705-8529  
[info@heritagecann.com](mailto:info@heritagecann.com)

***The CSE has in no way passed upon the merits of the transaction and has neither approved nor disapproved the contents of this news release.***

### **Forward-Looking Information Statement**

*This news release contains statements and information that, to the extent that they are not historical fact, constitute "forward-looking information" within the meaning of applicable securities legislation, including statements relating to the deemed exercise of the Special Warrants. Forward-looking information is based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect.*

*Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information. Accordingly, readers should not place undue reliance on any such forward-looking information. See the risk factors in the Prospectus. Further, any forward-looking statement speaks only as of the date on which such statement is made. New factors emerge from time to time, and it is not possible for the Company's management to predict all of such factors and to assess in advance the impact of each such factor on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. The Company does not undertake any obligation to update any forward-looking information to reflect information, events, results, circumstances or otherwise after the date hereof or to reflect the occurrence of unanticipated events, except as required by law including securities laws.*

