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**NEWS RELEASE**

For Immediate Release

**Heritage Launches Medical Cannabis Division**

Vancouver, B.C., February 25, 2019 – HERITAGE CANNABIS HOLDINGS CORP. (CSE: CANN) (“Heritage” or “Company”) is pleased to announce the addition of BriteLife Sciences Ltd. (“BriteLife”), a newly formed wholly owned subsidiary dedicated to furthering the Company’s footprint in the medical cannabis market.

This new subsidiary will look to introduce various medical related propriety branded products and partnerships with other recognized industry leaders. Dr. Chris Spooner, Heritage’s Chief Science Officer, will oversee the strategic direction while Cyndi McLean will take the role as Vice President of Business Development for BriteLife, responsible for sales and client relationship management.

“Developing a strong focus on the medical cannabis market has always been one of the pillars of our overall corporate growth strategy.” says Debra Senger, Heritage’s Chief Strategy Officer. “Having the right people in place has allowed us to expand our plans to include many options which were previously unavailable to us.”

BriteLife will have the advantage of drawing from Dr. Spooner’s and Ms. McLean’s medical networks and years of experience in the pharmaceutical and medical cannabis market. The division will include a significant educational component targeted at assisting patients with individualized custom solutions.

“Launching BriteLife is an important accomplishment for our strategy team. We expect that it will expand our markets and introduce new and creative ways for us to reach medical cannabis patients.” states Clint Sharples, CEO of Heritage “The exclusive modifications that we have incorporated into our existing extraction methods allow us to easily isolate a few of the less known therapeutic cannabis components which can be used in our medial product lines.”

**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, and its subsidiary Purefarma Solutions, which will be providing extraction services within the Company. 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 CORP.

“Clint Sharples”

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

Clint Sharples  
CEO

For more information contact:

Clint Sharples  
Tel: 416-705-8529  
info@heritagecann.com

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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.

