

## The Tinley Beverage Company Inc.

OTC:QRSRF, CNSX:TNY



### **Tinley Retains Madflower Creative Group and Creatrix Labs for Guerilla Marketing, Social Media and Sales**

**LOS ANGELES, CALIFORNIA AND TORONTO, ONTARIO--(Marketwired – April 13, 2016) -**

The Tinley Beverage Company Inc. (OTC:QRSRF, CSE:TNY) (the "**Company**" or "**Tinley**") is pleased to announce that it has retained the services of Madflower Creative Group and Creatrix Labs for guerilla marketing, public relations and social media, as well as for sales of the Hemplify products at music events throughout the summer. The two partner agencies will also leverage their affiliate networks to drive placement of the Hemplify products in influencer stores nationally, with an initial focus around Creatrix's base in Venice Beach, California. Madflower, together with its affiliates throughout the country, will also drive visibility and store placement for the Hemplify products in other markets including Denver, Austin, Seattle, Miami, Ohio, North Carolina and New York.

Based in Los Angeles and Toronto, Madflower Creative Group is a boutique creative services firm specializing in experiential marketing, social media and entertainment influencer programs. Creatrix Labs is a consulting group of highly specialized creatives formed to support the growth of companies through various forms of marketing, event activation, business development and influencer partnerships.

"Los Angeles is major health drink market, and Venice Beach in particular has a cluster of premium juice outlets, dispensaries and lifestyle stores that effectively reach Tinley's target consumers. Madflower and Creatrix have an impressive and unique platform for conducting local guerilla marketing and maximizing visibility nationally on social media and affiliate channels," said Jeff Maser, President and CEO of Tinley.

Nicholas Bacigalupo, CEO of Madflower Creative Group, stated, "Madflower is excited to be partnering with The Tinley Beverage Company to build the game-changing "Hemplify" brand. We aim to disrupt the fast-emerging CBD product market through a comprehensive campaign that integrates a spectrum of online and local marketing channels and positioning strategies within Tinley's target markets. One such tactic will involve a cultivating platform for established and upcoming musicians and other influencers who are well-aligned with the Hemplify brand".

Hemplify is a line of fruit-flavored, sugar-free, vegan, functional drink-style supplements that contain CBD, terpenes and other naturally-occurring hemp stalk constituents. Each product also contains 9-12x the potassium electrolyte content of major sports drinks, 200mg of Omega 3 and excellent sources of vitamins A through E (including 100% DV of Vitamin B12, C and D). They are produced with patented technology that elevates absorption into the bloodstream, ensures shelf stability and masks the hemp oil's taste to enable delicious, refreshing flavors.

Pursuant to the engagement agreement, Tinley will be issuing 150,000 common shares to the direction of Madflower.

### ***About The Tinley Beverage Company***

The Tinley Beverage Company is a functional beverage company focused on hemp-infused beverages and supplements. The company has a patent-produced liquid supplement containing certifiable phytoconstituent-rich hemp oil. The company is producing its products in Los Angeles and is focusing distribution on key markets throughout the United States.

### ***Forward-Looking Statements***

*NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.*

This press release contains or refers to forward-looking information, and is based on current expectations that involve a number of business risks and uncertainties. Factors that could cause actual results to differ materially from any forward-looking statement include, but are not limited to, delays in obtaining or failures to obtain required governmental, environmental or other project approvals, political risks, uncertainties relating to the availability and costs of financing needed in the future, changes in equity markets, inflation, changes in exchange rates, fluctuations in commodity prices, delays in the development of projects and the other risks involved in the mineral exploration and development industry. Forward-looking statements are subject to significant risks and uncertainties, and other factors that could cause actual results to differ materially from expected results. Readers should not place undue reliance on forward-looking statements. These forward-looking statements are made as of the date hereof and the Company assumes no responsibility to update them or revise them to reflect new events or circumstances other than as required by law.

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