



## Tinley Provides Product, Operational and Sales Update

**FOR IMMEDIATE RELEASE**

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December 6, 2016: Toronto, Ontario and Los Angeles, California - The Tinley Beverage Company Inc. (the "Company" or "Tinley") is pleased to provide an update on its products, operations and sales.

### ***Sales Progress***

The Company continues to make progress with its retail distribution strategy:

- The Company has been conducting a trial with a major convenience store chain and is now expanding this trial by an additional 25 stores. This brings the total number of stores in this chain to 33. The stores are in LA County, Orange County, San Diego County and the Inland Empire. Management remains encouraged by the initial results as well as with the opportunity to expand the initial trial. While there can be no guarantees of further success, Tinley hopes to attract larger purchase orders as store coverage and brand awareness increases.
- The company has received an initial purchase order from luckyvitamin.com, a leading online health and wellness store owned by GNC. It expects the listing on the site to launch in the coming weeks.
- Hemplify is now available in Sprouts Chula Vista and Eastlake in San Diego County, California. The Company is seeking to further expand Hemplify's availability in premium grocery stores and, as such, is engaged in discussions with buyers at several such chains.
- The Company has added additional salespeople in Southern California and has retained a food brokerage firm in Northern California to expand its coverage of natural food and premium grocery stores throughout the state and in Nevada.

### ***Products and Operations***

- The Company has manufactured bulk liquid for its next bottling run and expects to complete packaging within the next two weeks. Product from this run contains additional clean label claims and label enhancements that have been specifically designed to target a wider variety of consumers and premium retailers.
- The Company has formulated an energy shot based on the current Hemplify formulation. An initial production run of the energy shot is planned for after successful shelf stability testing.

### ***Tinley '27 Cannabis-Infused Beverages***

The Company is working with its Los Angeles formulator and a cannabis collective on an initial test batch. It expects to complete this test batch prior to the end of this calendar year. The products being

produced in this initial batch will be the previously-announced Jamaican dark rum extract and a newly-developed ready-to-drink margarita cocktail. All products will be alcohol-free and will be infused with high purity THC oil.

"We're enthusiastic about the progress of store listings for our hemp CBD products as well as with the formulations and production planning for our cannabis-infused beverages. Our products remain differentiated in our target jurisdictions and consumer awareness is steadily increasing," said Jeff Maser, CEO of Tinley.

***About Hemplify, Inc. and The Tinley Beverage Company, Inc.***

Hemplify, Inc. manufactures the "Hemplify" line of products. "Hemplify" is a line of fruit-flavored, sugar-free, vegan, drinkable supplements that contain hemp stalk extract. This extract contains terpenes and other phytoconstituents. Each product also contains 9-12x the potassium electrolyte content of major sports drinks, 200mg of Omega 3 and excellent sources of 9 vitamins, including 100% DV of Vitamin B12, C and D. Hemplify is produced with patented technology that elevates absorption into the bloodstream, ensures shelf stability and masks the hemp oil's taste to deliver delicious, refreshing flavors. The company is selling its products in California and in 5 other states, as well as online. Hemplify, Inc. (Santa Monica, California) is a wholly-owned subsidiary of The Tinley Beverage Company Inc. (Toronto, Canada). The Tinley Beverage Company has also developed a line of cannabis-infused beverages that it is working to launch in jurisdictions throughout North America where such products are permitted.

***Forward-Looking Statements***

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For further information on The Tinley Beverage Company (parent company of Hemplify, Inc.), please contact:

**The Tinley Beverage Company Inc.**

Jeff Maser, Chief Executive Officer  
77 King Street West, Suite 2905

Toronto, Ontario M5K 1H1

(310) 507-9146

Twitter: @drinkhemplify

Instagram: @hemplify

[www.drinkhemplify.com](http://www.drinkhemplify.com)

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