

CROP ANNOUNCES ADDITION OF FORMER COCA-COLA BRANDING EXEC ARASHDEEP SINGH TO HEAD UP CANNADRINK LINE

October 31st, 2018 - VANCOUVER, BRITISH COLUMBIA - CROP INFRASTRUCTURE CORP. (CSE: CROP) (OTC: CRXPF) (Frankfurt: 2FR) announced today it has signed former Coca-Cola branding executive Arashdeep Singh to lead the CannaDrink beverage line.

Singh has nearly a decade of experience with The Coca-Cola Company, including his last position as a Senior Brand Manager for a C\$750.0 million portfolio of Coca Cola trademark products. His experience includes a varied mix of marketing disciplines and is a specialist in brand marketing and new product launches.

Over the years with Coca-Cola, Singh:

- *Drove integrated brand campaigns to add new consumers and drive consumption frequency, using a combination of digital and traditional media.*
- *Built a new consumption occasion using a strong festival campaign for deeper household penetration.*
- *Led the creative agencies to conceptualize and execute integrated brand campaigns and build key brand imagery statements.*
- *Helped launch Coca-Cola Zero in the markets of Bhutan & Sri Lanka to develop the Diets & Lights category.*
- *Recruited new consumers by inducing more trials for the brand using experiential sampling. Added to key brand pillars of Brand Preference and Brand Love Score.*
- *Partnered with the National Customers and Emerging channels to drive volume growth Standardized the E-Commerce presence with new layouts from a commissioned research to drive click-through rates.*
- *Contributed to household penetration using innovative point of sale interventions in Modern trade. Arrested decline in Cinemas using co-branded incidence drivers with key customers.*

CROP CEO, Michael Yorke, stated: “Someone of Arash’s caliber joining us is a big boost for our management team. As a growing organization our executive branch often wears many hats so having a specialist like Arash to head up this important pillar of CROP’s growth is exciting for myself and the entire CROP family.”

Arashdeep Singh, Head of Marketing at CannaDrink said, “For years, the benefits of cannabidiol have languished under a false stigma. With a welcome expansion of legalization, CannaDrink is committed to

bring these products to the new age consumers. I am truly excited to be a part of this evolutionary journey.”

About CROP

Crop is publicly listed on the CSE and trades under the symbol “CROP” and in the US under the symbol “CRXPF”. CROP is focused on cannabis branding and real estate assets. The Company’s portfolio of projects includes cultivation properties in California, two in Washington State, a 1,000-acre Nevada Cannabis farm, 1,865 acres of CBD farms, extraction in Nevada and joint ventures on West Hollywood and San Bernardino dispensary apps with international focuses in Jamaica and Italy.

CROP has developed a portfolio of assets including Canna Drink, a cannabis infused functional beverage line, US and Italian distribution rights to over 55 cannabis topical products and a portfolio of 16 Cannabis brands.

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Disclaimer for Forward-Looking Information

Certain statements in this press release are forward-looking statements are not based on historical facts, but rather on current expectations and projections about future events and are therefore subject to risks and uncertainties which could cause actual results to differ materially from the future results expressed or implied by the forward-looking statements. In addition, marijuana remains a Schedule I drug under the United States Controlled Substances Act of 1970. Although Congress has prohibited the US Justice Department from spending federal funds to interfere with the implementation of state medical marijuana laws, this prohibition must be renewed each year to remain in effect. These statements generally can be identified by the use of forward-looking words such as “may”, “should”, “could”, “intend”, “estimate”, “plan”, “anticipate”, “expect”, “believe” or “continue”, or the negative thereof or similar variations. Forward-looking statements in this news release include statements regarding the expected returns from the Cannadrink Beverage; the technological effects of Cannadrink Beverage; the intention to expand its portfolio; and execute on its business plan. Such statements are qualified in their entirety by the inherent risks and uncertainties surrounding the regulatory and legal framework regarding the cannabis industry in general among all levels of government and zoning; risks associated with applicable securities laws and stock exchange rules relating to the cannabis industry; risks associated with maintaining its interests in its various assets; the ability of the Company to finance operations and execute its business plan and other factors beyond the control of the Company. Such forward-looking statements should therefore be construed in light of such factors, and the Company is not under any obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

The CSE has not reviewed, approved or disapproved the content of this press release.