



NEWS RELEASE – For Immediate Distribution

Body and Mind Launches THC Infused Beef Jerky

VANCOUVER, B.C., CANADA (November 27, 2018) – Body and Mind Inc. (CSE: BAMB, US OTC PINK: BMMJ) (the “Company” or “BaM”) is pleased to announce the company has delivered the first shipments of cannabis infused beef jerky products to dispensaries in Nevada.

Meat snacks in the United States were a \$ 2.8 Billion USD category for the year ended Feb 25, 2017 as reported by Nielsen Retail Measurement Services. Roughly \$ 1.5 Billion USD was attributed to beef jerky and \$ 1.3 Billion USD in sales were from beef sticks.

“Las Vegas has roughly 44 Million annual visitors and cannabis infused beef jerky is a product that allows adults to consume cannabis without smoking,” stated Robert Hasman, a director at Body and Mind. “As more states move to legal adult medical and recreational cannabis there is increased interest in innovative, flavourful edible products. Our production staff perform an exceptional job creating premium distillate which is used to infuse our various flavours of beef jerky with an accurate, measured dosage of ~10mg of THC per piece of jerky. Our kitchen team have done a fantastic job working to create a host of flavours with very positive feedback from focus groups.”

Body and Mind beef jerky is available at dispensaries in Nevada in Pepper, Teriyaki and Sriracha flavours.

In preparation for the holiday season, Body and Mind has launched a boxed set holiday offering. The boxed set includes three or five disposable vape pens in a contemporary gift box. Customers can choose to fill the holiday box from a wide variety of Raw Distillate Disposable Pens with award winning strains and flavours including Mandarin Cookies (89 % THC), Hardcore OG (85 % THC), Lime (86.65% THC), Strawberry (84.8 % THC), Tangerine (94.11% THC) and Guava (88.40% THC).

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

For further information, please contact:

Michael Mills 778-389-0007
mmills@bamcannabis.com

About Body and Mind

BaM is a publicly traded company investing in high quality medical and recreational cannabis cultivation and production and retail. Our wholly-owned Nevada subsidiary was awarded one of the first medical marijuana cultivation licences and holds cultivation and production licenses in Nevada and partial ownership of a production and dispensary license in Ohio. BaM products include dried flower, edibles, topicals, extracts as well as GPEN Gio cartridges. BaM marijuana strains have won numerous awards including the Las Vegas Hempfest Cup 2016, High Times Top Ten, the NorCal Secret Cup and the Emerald

Cup.

BaM continues to expand operations in Nevada and Ohio and is constantly reviewing accretive expansion opportunities.

Safe Harbor Statement

Except for the statements of historical fact contained herein, the information presented in this news release constitutes "forward-looking statements" as such term is used in applicable United States and Canadian laws. These statements relate to analyses and other information that are based on forecasts of future results, estimates of amounts not yet determinable and assumptions of management. Any other statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (often, but not always, using words or phrases such as "expects" or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "estimates" or "intends", or stating that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved) are not statements of historical fact and should be viewed as "forward-looking statements". Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such risks and other factors include, among others, the actual results of activities, variations in the underlying assumptions associated with the estimation of activities, the availability of capital to fund programs and the resulting dilution caused by the raising of capital through the sale of shares, accidents, labor disputes and other risks. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements contained in this news release and in any document referred to in this news release.

Certain matters discussed in this news release and oral statements made from time to time by representatives of the Company may constitute forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are based upon reasonable assumptions, it can give no assurance that its expectations will be achieved. Forward-looking information is subject to certain risks, trends and uncertainties that could cause actual results to differ materially from those projected. Many of these factors are beyond the Company's ability to control or predict. Important factors that may cause actual results to differ materially and that could impact the Company and the statements contained in this news release can be found in the Company's filings with the Securities and Exchange Commission. The Company assumes no obligation to update or supplement any forward-looking statements whether as a result of new information, future events or otherwise. This press release shall not constitute an offer to sell or the solicitation of an offer to buy securities.