
NEWS RELEASE

For Immediate Release

Heritage Announces Research Partnership with Brock University

Toronto, ON, December 11, 2019 – HERITAGE CANNABIS HOLDINGS CORP. (CSE: CANN) (OTCQX: HERTF) ("**Heritage**" or "**Company**") announces it has partnered with Brock University ("**Brock**") to further its research of cannabis tissue culture and contribute to the advanced understanding of the medical benefits of cannabis. Research will begin immediately with the goal of improving the quality and health of medicinal-use cannabis plants through disease diagnostics and testing. The new program, facility and equipment is the result of a significant investment through the Federal Government's FedDev Community Economic Development and Diversification fund.

"We are very pleased to be partnering with Brock on this collaborative program," said Donald Ziraldo, chairman of Heritage. "Initiatives such as this lend to Heritage's competitive advantage in the cannabis market and contribute greatly to our commitment to support our communities in both the Niagara region and across Canada. Research institutions play a large role in cannabis, both in Canada and abroad."

"Brock is committed to supporting the rapidly expanding cannabis industry in Niagara and across the country through research and innovation that improves competitiveness while deepening our understanding" said Brock's Vice-President, Research Tim Kenyon. "The partnership will benefit in the future from Brock's new Validating, Prototyping and Manufacturing Facility, which is expected to open in 2021."

About Heritage Cannabis Holdings Corp.

The Company is a vertically integrated cannabis provider that currently has two Health Canada approved licenced producers, through its subsidiaries Voyage Cannabis Corp. and CannaCure Corp. both regulated under the Cannabis Act Regulations. Working under these two licences, Heritage has two additional subsidiaries, Purefarma Solutions, which provides extraction services, BriteLife Sciences and Endocanna Health Inc. that are focused on cannabis based medical solutions. Heritage as the parent Company, is focused on providing resources for its subsidiaries to advance their products or services to compete both domestically and internationally.

ON BEHALF OF THE BOARD OF DIRECTORS OF HERITAGE CANNABIS HOLDINGS CORP.

"Clint Sharples"

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The Canadian Stock Exchange does not accept responsibility for the adequacy or accuracy of this release.

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 ability to obtain export permits, prices for biomass, demand for medical and recreational cannabis, and acceptance of cannabis products in foreign jurisdictions-- 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). 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.