



CANNAMERICA PROVIDES UPDATE ON MULTI-MEDIA MARKETING AND APPOINTS NEW CHIEF FINANCIAL OFFICER

VANCOUVER, January 4, 2019 – CANNAMERICA BRANDS CORP. ("CannAmerica" or the "Company") (CSE: CANA) (OTCQB: CNNXF) is pleased to provide an update on its multi-media marketing with Darwin Productions Inc. ("Darwin") and Wallace Hill Partners Ltd. ("Wallace").

Dan Anglin, CEO and Co-Founder of CannAmerica, stated, "Darwin and Wallace will take charge of our company's multi-media marketing. They will continue to work on investor relations along with product branding and advertising." Sharing his plans, he said, "With these consultants, the Company plans to focus on direct mail and online marketing with real emphasis on the branding, advertising, and marketing."

Darwin has started planning the marketing strategy, and a direct mail marketing campaign is launching late January and early February. This campaign will cost approximately \$500,000 CAD to reach nearly 500,000 households in North America providing company and product information to build brand awareness.

The Company's contract with Darwin is \$30,000 CAD per month, plus 500,000 stock options to be granted upon successful completion of the Company's next financing and exercisable at the per share price of the next financing. Wallace received an initial fee of \$100,000 USD and a digital marketing fee of \$300,000 CAD, and is also due a future payment of \$200,000 USD.

Anglin said, "To date Darwin has assisted us with launching new brands, updated our current CannAmerica logo, website, corporate and product videos and general marketing to target audiences in North America. We believe that Darwin and Wallace will allow us to adopt the innovative business model to continue transformation and growth in the cannabis space."

CannAmerica is also pleased to announce the appointment of Jon Morrison as the Company's Chief Financial Officer.

Mr. Morrison is a seasoned accounting and financial professional who most recently was Senior Manager of Accounting at Innergex Renewable Energy Inc. Prior to that, he worked at both Ernst and Young and Deloitte, two of the largest professional services firms in the world, where he led audit engagements for both public and privately held companies from a variety of industries, including the emerging markets.

Mr. Morrison is a Canadian Chartered Professional Accountant (CPA, CA), and holds a Bachelor of Arts degree from Simon Fraser University.

The Company wishes to thank Mr. Easterbrook for his contributions to CannAmerica and his commitment to assisting the Company in reaching its next phase of growth. Mr. Easterbrook will remain as an advisor to the Company.

"We are extremely pleased to have Mr. Morrison join the CannAmerica team in the role of CFO, and we are excited about the opportunities in front of CannAmerica in 2019," said Dan Anglin.

For more information, please visit www.cannamericabrands.com.

On Behalf of the Board,



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About CannAmerica Brands Corp.

CannAmerica Brands is a U.S. marine veteran founded and operated portfolio of cannabis brands with licensing agreements in the states of Colorado, Nevada and Maryland. The Company aims to maximize the value of its brands by employing strong brand management teams, marketing and licensing the brands through various distribution channels, including dispensaries, wholesalers and distributors, in the United States and internationally. The Company's core strategy is to enhance and monetize the global reach of its existing brands, and to pursue additional strategic acquisitions to grow the scope and diversity of its brand portfolio.

Cautionary Note Regarding Forward-Looking Statements: This release includes certain statements and information that may constitute forward-looking information within the meaning of applicable Canadian securities laws or forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995. All statements in this news release, other than statements of historical facts, including statements regarding future estimates, plans, objectives, timing, assumptions or expectations of future performance, including the Company's plan to focus marketing on direct mail and online marketing and the anticipated date and cost of the Company's direct mail marketing campaign are forward-looking statements and contain forward-looking information. Generally, forward-looking statements and information can be identified by the use of forward-looking terminology such as "intends" or "anticipates", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "should", "would" or "occur". Forward-looking statements are based on certain material assumptions and analysis made by the Company and the opinions and estimates of management as of the date of this press release, including that the Company's marketing plan will focus on direct mail and online marketing as anticipated by management and the Company's anticipated timeline and cost of its direct mail marketing campaign. These forward-looking statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking statements or forward-looking information. Important factors that may cause actual results to vary, include, without limitation, the focus of the Company's marketing campaign will change from a focus on direct mail and online marketing and the timeline and/or cost of the Company's direct mail marketing campaign will not be as anticipated by management. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements or forward-looking information, there may be other factors that cause 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 and forward-looking information. Readers are cautioned that reliance on such information may not be appropriate for other purposes. The Company does not undertake to update any forward-looking statement, forward-looking information or financial outlook that are incorporated by reference herein, except in accordance with applicable securities laws.



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