



PRESS RELEASE

EARTH ALIVE DISTRIBUTOR AMERICAN CANNABIS COMPANY SECURES NEW ONLINE DISTRIBUTION CHANNELS WITH WALMART, THE HOME DEPOT AND AMAZON FOR DR. MARIJANE ROOT PROBIOTIC

Montreal, Quebec, Canada, March 14, 2018—Earth Alive Clean Technologies Inc. (CSE: EAC) (“**Earth Alive**” or the “**Company**”), is pleased to announce that its newest product, Dr. Marijane Root Probiotic, is now available for purchase on Walmart, The Home Depot and Amazon online store platforms.

In September 2017, Earth Alive announced that it signed a distribution agreement with American Cannabis Company Inc. (OTCQB: AMMJ) (“**ACC**”), a full-service business-to-business consulting solutions provider and seller of ancillary products to the cannabis industry, for the commercialization of Dr. Marijane Root Probiotic.

“ACC has taken a leadership position in this growing industry and we are thrilled to partner with them and benefit from their vast experience and effective approach,” said Michael Warren, CEO of Earth Alive. “We, as a company, are pleased that ACC has been very proactive in getting our innovative and proven effective Dr. Marijane Root Probiotic to the retail marketplace in such a timely fashion.”

Terry Buffalo, CEO of American Cannabis Company, commented, “ACC is excited to offer Dr. Marijane Root Probiotic on these online platforms. This root probiotic is packed with all the beneficial microbes you need to awaken the nutrients in your soil or soil-less (hydroponic) medium. ACC will continue to evaluate other online sales platform opportunities as they present themselves, for we are committed to getting our products out in the market and into the hands of the cultivators who can truly benefit from these solutions that we provide.”

About Earth Alive Clean Technologies

Earth Alive aims to be a key player in world markets of environmentally sustainable industrial solutions. The Company works with the latest innovations in microbial technology to formulate and patent innovative products that can tackle the most difficult industrial challenges, once only reserved to environmentally harmful chemicals and additives. The Company is focused on environmental sustainability in the agriculture industry and dust control for the mining industry. For additional company information, please visit: www.earthalivect.com

About American Cannabis Company, Inc.

American Cannabis Company, Inc. offers end-to-end solutions to existing and aspiring participants in the cannabis industry. We utilize our industry expertise to provide business planning and market assessment services, assist state licensing procurement, create business infrastructure and operational best practices. American Cannabis Company also developed and owns a portfolio of branded products including: The Satchel™, SoHum Living Soils™, The Cultivation Cube™ and the High-Density Cultivation System™. We also design and provide other industry specific custom product solutions. The building and development of our

brands and product suite is based on our Geoponics Philosophy, "the art and science of agriculture in soil."

For more information, please visit:

www.americancannabisconsulting.com

www.americancannabiscompanyinc.com

www.sohumsoils.com

The CSE has neither approved nor disapproved the contents of this press release. The CSE does not accept responsibility for the adequacy or accuracy of this release.

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