



News Release

January 31, 2019, Kelowna, BC

Liht Cannabis Corp. Announces Re-Branding And Official Launch Of Its Skin Care Product Line

Liht Cannabis Corp. (CSE: LIHT) (OTCQX: LIHTF) or the “Company”) is proud to announce that on February 13th, 2019 - PureCloud 9, a Liht Cannabis Corp. Brand – will officially launch its new and re-formulated whole body hemp health line. A product line developed using organic, unrefined, cold pressed hemp seed oil which is infused with botanical and exotic essential oils.

Following four years of research, formulation, development, and product testing, we are satisfied with the intensive transformation we have undergone to provide the cleanest, most trustworthy hemp products available.

Hemp Oil contains anti-oxidants, carotene, phyto-sterols, phospholipids, as well as a number of minerals including calcium, magnesium, sulphur, potassium, iron, zinc. Vitamins A, B1, B2, B3, B6, C, D, and E.

With high concentrations of Omega 3 and 6 fatty acids, hemp oil has a similar composition to that of skin lipids, mimicking our natural sebum regulation. For those concerned about using topical oils, this similarity means hemp oil can effectively moisturize without clogging pores. The Linoleic and Oleic acids found in hemp oil provide regenerative properties and play a crucial role in skin health.

A highly emollient oil which leaves a non-greasy satin sheen on the skin after use, making it a wonderful facial oil or topical treatment for skin conditions.

PureCloud 9 will offer its first six products for online and in-store purchase: Illuminating Body Oil, Restorative Rescue Oil, Glow-Boosting Day Serum, Rejuvenating Night Serum, Radiance-Enhancing Facial Exfoliator and Illuminating Body Exfoliator. These products will affordably retail from \$25 - \$32.

The official launch of our website and online store will take place on the morning of February 13th and will offer Canadians the opportunity to order product. The Company is seeking Ambassadors who share our passion for providing a healthy alternative to conventional skin care products. Visit www.purecloud9.com on our launch date for further information.

“We embrace and support consumer passion to make healthier lifestyle choices concerning the care of their bodies. We truly pride ourselves in creating product from only the best ingredients.” Linda Sampson, President and COO.

ABOUT LIHT CANNABIS CORP.

www.lihtcannabis.com

Liht Cannabis Corp. is a publicly traded company investing in the medical and recreational cannabis space, since 2014. Liht has rapidly expanded to include cultivation, production and dispensary locations in the key North American states of Washington, Nevada, and California, and are seeking expansion opportunities worldwide.

FOR FURTHER INFORMATION:

www.lihtcannabis.com

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778-583-4476

SOCIAL MEDIA:

twitter.com

facebook.com

STOCK EXCHANGES:

Liht trades in Canada, ticker symbol LIHT on the CSE, in the United States, ticker symbol LIHTF on the OTCQX.

Neither the CSE nor its Regulation Services Provider, nor the OTCQX[®] has approved nor disapproved the contents of this press release. Neither the CSE nor the OTCQX[®] accepts responsibility for the adequacy or accuracy of this release.

MARIJUANA INDUSTRY INVOLVEMENT:

Canadian listings (CSE) will remain in good standing as long as they provide the disclosure that is rightly required by regulators and complying with applicable licensing requirements and the regulatory framework enacted by the applicable state in which they operate.

Liht owns marijuana licenses in California and Nevada. Marijuana is legal in each state however marijuana remains illegal under US federal law and the approach to enforcement of US federal law against marijuana is subject to change. Shareholders and investors need to be aware that adverse enforcement actions could affect their investments and that Liht's ability to access private and public capital could be affected and or could not be available to support continuing operations.

Liht's business is conducted in a manner consistent with state law and is in compliance with licensing requirements.

Copies of licenses are posted on Liht's website. Liht has internal compliance procedures in place and has compliance focused attorneys engaged in jurisdictions to monitor changes in laws for compliance with

US federal and state law on an ongoing basis. These law firms inform any necessary changes to our policies and procedures for compliance in Canada and the US.

FORWARD - LOOKING STATEMENTS:

Certain statements in this release are forward-looking statements, which includes, the expected outcomes of its business, and other matters. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such information can generally be identified by the use of forwarding looking wording such as “may”, “expect”, “estimate”, “anticipate”, “intend”, “believe” and “continue” or the negative thereof or similar variations. Readers are cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are based will occur. By their nature, forward-looking statements involve numerous assumptions, known and unknown risks and uncertainties, both general and specific, that contribute to the possibility that the predictions, estimates, forecasts, projections and other forward-looking statements will not occur. Forward-looking statement are necessarily based upon a number of factors that, if untrue, could cause the actual results, performances or achievements of the Company to be materially different from future results, performances or achievements express or implied by such statements. These assumptions, risks and uncertainties include, among other things, the state of the economy in general and capital markets in particular, present and future business strategies, the environment in which the Company will operate in the future, and other factors, many of which are beyond the control of the Company. While such estimates and assumptions are considered reasonable by the management of the Company, they are inherently subject to significant business, economic, competitive and regulatory uncertainties and risks.

Forward-looking statements are subject to a variety of risks and uncertainties, which could cause actual events, level of activity, performance or results to differ materially from those reflected in the forward-looking statements, including, without limitation: that laws and regulations may become more onerous; the ability of the Company to obtain necessary financing; the economy generally; the future growth, results of operations, performance and business prospectus and opportunities; changes in and the effect of government policies; demand for products; competition; anticipated and unanticipated costs; reliance on management; claims and legal proceedings; conflicts of interest; and market price and volatility of the Common Shares. Factors that could cause actual results to differ materially from those in forward-looking statements include, but are not limited to, continued availability of capital and financing and general economic, market or business conditions, the loss of key directors, employees, advisors or consultants, technology failures, failure to obtain a license from Health Canada or from other government agencies, failure to develop new and innovative products, failure of counterparties to perform their contractual obligations and fees charged by service providers. Important factors that could cause actual results to differ materially from the Company's expectations include, litigation, global economic climate, loss of key employees and consultants, additional funding requirements, changes in laws, competition, and failure of counterparties to perform their contractual obligations. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. Investors are cautioned that forward-looking statements are not guarantees of future performance or events and, accordingly are cautioned not to put undue reliance on forward-looking statements due to the inherent uncertainty of such statements.

The forward-looking statements contained in this news release are made as of the date of this news release. Except as required by law, the Company disclaims any intention and assumes no obligation to update

or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Additionally, the Company undertakes no obligation to comment on the expectations of, or statements made by, third parties in respect of the matters discussed above. The Canadian Securities Exchange has not reviewed, nor approved the contents of this news release.