



For Immediate Release

360 BLOCKCHAIN USA'S PRESIDENT AND CEO AUTHORS MAINSTREAM MEDIA'S FIRST INVESTIGATION INTO CRYPTOCURRENCY TRADING

Appearing in New York magazine this week, Jeff Koyen's in-depth article is the first insider's account of the cryptocurrency revolution to appear in a major magazine

VANCOUVER, BC, CANADA (December 28, 2017) – 360 Blockchain Inc. (“360” or the “Company”) (CSE: CODE – FWB: C5B – OTC: BKLLF) is proud to report that 360 Blockchain USA’s President and CEO, Jeff Koyen, has published an in-depth, first-hand account of the revolutionary new world of cryptocurrency trading. Mr. Koyen also serves 360’s strategic advisor.

“We recruited Jeff Koyen for his skills as a top-notch blockchain advisor, keen cryptocurrency mind and world-class investigative journalist,” said Mr. George Tsafalas, 360 President and CEO. “We’re proud to see a major publication like *New York* magazine recognize these talents, too.”

Mr. Koyen’s 4,000-word feature story recounts the author’s personal success as a cryptocurrency trader, starting with his first Bitcoin investments in 2014. To further explain the cryptocurrency and blockchain revolution to mainstream readers — including the magazine’s audience of New York City-based investors — Koyen interviews several prominent figures in the cryptocurrency world, including podcaster Tone Vays and analyst Josh Olszewicz.

The full-length feature is posted on *New York* magazine’s website, nymag.com; an excerpted version appears in the magazine under the headline, “How Much Money Can I Really Make on This?”

“Jeff was an early adopter of Bitcoin and other cryptocurrencies, and he’s been bullish on blockchain for just as long,” said Peter S. Green, an award-winning journalist and editor. “Jeff’s writing always breaks new ground, and his cryptocurrency story will set a new benchmark for smart, stylish and incisive writing on the subject.”

Mr. Koyen’s bylines have appeared in the *New York Times*, *The Guardian*, *Wired*, *Business Insider* and other international publications. In 2017, his investigative reporting for *Crain’s New York Business* was honoured as the year’s best by the Society of Professional Journalists. He has served as CEO and founder of Assignmint.com; Deputy Editor of *Forbes Traveler*, Editorial

Director at *Vocativ*; News Editor of *Mansion Global* (Dow Jones); and Editor-in-Chief of *New York Press*. He is one of NewsPicks' "Pro" experts, curating blockchain and cryptocurrency news.

Under Mr. Koyen's leadership, 360 is focused on growing current holdings Pressland and SV CryptoLab, and is looking to add a second SV CryptoLab franchise to be located in New York City. He is also advising on the development of [Arcology](#), the revolutionary new blockchain platform that will compete with market leader Ethereum; 360 has previously stated its intention to lead the investment in Arcology.

About 360 Blockchain Inc.

Our Mission: To empower blockchain technologies with capital and experience to create exponential value.

Company Description: 360 Blockchain Inc. has an all-round view to accelerate the development and application of revolutionary blockchain technologies by investing capital and expertise. We are founded on the belief that blockchain technology, essentially a distributed ledger which is transparent and incorruptible, has the potential to transform the way business is conducted, delivering security, cost savings and efficiency gains not seen before in our internet connected world. 360 Blockchain will be focused upon identifying and empowering blockchain technologies applying to crypto-currencies, smart contracts, eSports, data management, the internet of things, equity trading, privacy applications and beyond.

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Forward Looking Statements

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