



PUF VENTURES INC.

NEWS RELEASE

PUF Ventures Joins the Cannabis Marché Program as First Licensed Producer

Vancouver, British Columbia / October 16, 2018 – PUF Ventures Inc. (“PUF” or the “Company”) (CSE: PUF) (Frankfurt: PU3) (OTCPK: PUFXF), a growth oriented and diversified company focused on the international cannabis industry, is pleased to announce it has executed an agreement with **Cannvas MedTech Inc.** (“Cannvas” or the “Company”) (CSE: MTEC) (Frankfurt: 3CM), a leading business technology company in the cannabis space, to become the first licensed producer to join the recently announced Cannabis Marché, a network of high-tech learning and fulfillment centres across Canada. PUF has secured premiere access to the digital experience screens to be presented in each Cannabis Marché location.

“I would like to welcome PUF Ventures as the first licensed producer to join our Cannabis Marché program,” said Steve Loutskou, Chief Operating Officer of Cannvas MedTech Inc. “The response to the launch of the new brand and concept has been incredible, as there is a definite lack of quality, unbiased, physician-backed information regarding the potential health benefits of cannabis. We are committed to improving access to cannabis education through a network of locations across the country and are engaged in discussions with various government bodies to accelerate the rollout. We will look to attract other leading licensed producers to join the Cannabis Marché program and contribute to the overall digital experience for customers.”

“We share the concerns of leading politicians about the delivery of cannabis and feel by putting education at the forefront of this industry, we can take steps to reduce the risks associated with cannabis,” said Derek Ivany, President and CEO of PUF Ventures Inc. “The concept to provide accessible and unbiased cannabis education to consumers at the point of purchase will be very attractive to large cities like Toronto, Montreal and Vancouver. The timing for the launch of the Cannabis Marché concept could not be better with legalization upon us. I look forward to working with Steve and Shawn and the rest of the team at Cannvas on the rollout of this impressive program to benefit the cannabis industry here in Canada and abroad.”

With city and provincial governments stating concerns regarding the legalization of cannabis and its potential impact on neighbourhood safety and public health, PUF has teamed up with Cannvas to take a proactive approach to solving these issues. Cannabis Marché will improve accessibility to free and unbiased education on deriving the potential benefits of medical and adult-use cannabis, while providing consumers with retail options from leading cannabis brands.

Cannvas is working with top regulators and compliance bodies to begin the first phase of creating a network of this first-of-its-kind public cannabis education and fulfillment centres.

The Company intends to expand the reach of its Cannabis Marché centres to communities across Canada through a licensing model and leverage its strategic partnerships to further integrate the Cannabis.Me platform into existing retail experiences.

Operating under the brand Cannabis Marché, each location will feature digital learning resources, on-site medical and educational staff and a fulfillment program. Hands-on education sessions on a variety of cannabis-related topics will also be featured, but without the usual pressure to purchase or consume. The sessions will be led by a registered health practitioner or certified educator and showcase original physician-backed content created for the Cannabis.Me platform. Visitors can register for free seminars each week or drop in anytime. The first location is expected to open in Toronto in 2019.

About Cannabis MedTech Inc.

Cannabis MedTech is a leading business technology company in the cannabis space. We design and build customer-centric solutions that enable our partners to harness the power of data to truly understand their customers, industry, and key business drivers.

About PUF Ventures Inc.

PUF Ventures Inc. is a growth oriented and diversified company focused on the international cannabis industry. It has ownership in several cannabis companies including AAA Heidelberg and Propagation Services Canada in Canada, a large-scale greenhouse project in Australia and actively pursuing other opportunities within the cannabis industry. PUF has an option to purchase 100% of AAA Heidelberg Inc., an advanced applicant for an ACMPR license. For more information please visit: www.puf.ca.

ON BEHALF OF THE BOARD OF DIRECTORS

Derek Ivany
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No stock exchange or securities regulatory authority has reviewed or accepted responsibility for the adequacy or accuracy of this release.

Some of the statements contained in this release are forward-looking statements, such as estimates and statements that describe the Issuer's future plans, objectives or goals, including words to the effect that the Issuer or management expects a stated condition or result to occur. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and uncertainties.