



1933 INDUSTRIES SIGNS ON PRO MMA FIGHTER SARAH MORAS TO PROMOTE CANNA HEMPX AND ITS NEW ACTION SPORTS DIVISION

VANCOUVER, B.C., CANADA (February 25, 2019) – 1933 Industries Inc. (the “Company” or “1933 Industries”) (CSE: TGIF) (OTCQX: TGIF), a licensed cultivator and producer of cannabis flower and concentrates and manufacturer of hemp-derived CBD wellness products, is pleased to announce that it has engaged professional athlete and mixed martial arts fighter (“MMA”), Ms. Sarah Moras, as a Canna Hemp™ sponsored athlete for a six-month engagement, promoting the Company’s Action Sports Division and representing the Canna HempX™ brand.

Infused MFG. (“Infused”), a subsidiary of the Company and manufacturer of Canna HempX™ branded products, has established a new Action Sports Division and will be working with professional athletes to market its cannabinoid (“CBD”) sports recovery cream. First launched in collaboration with Grizzly Griptape LLC in 2018, the Canna Hemp™ cream has seen a surge in interest from the skateboarding community and is now branching out to attract the mixed martial arts sports division.

Ms. Moras, a Canadian mixed martial artist who competes in the Bantamweight division and is based in Las Vegas, has gained notoriety since making her professional MMA debut in 2010. “I am pleased to represent Canna HempX™. Training multiple times a day is exhausting and takes a toll on my body. With Canna HempX™ CBD, I am able to push harder, recover quickly and stay focused longer,” said Ms. Moras.

“We have launched our Action Sports Division to engage and educate athletes about CBD recovery, with a focus on health and wellness”, remarked Mr. Chris Rebentisch, USA Chief Operating Officer and Founder of Infused. He added, “Ms. Moras is an ideal athlete to represent our brand and we look forward to working with her in this initiative.”

About Canna HempX™

Canna Hemp X™ was named “**Best Topicals for Pain**” by *Herb’s Guide to the Best Cannabis Products on the Planet*. Canna Hemp X™ is a CBD sports recovery cream for athletes to help focus on recovery and wellness. From soothing pain, aiding with muscle spasms, healing assistance for bruises, injuries, or arthritis relief, Canna Hemp X™ bridges the gap between recovery and top performance.

<http://www.cannahemp.com>

<https://herb.co/learn/best-cannabis-products/>



About 1933 Industries Inc.

1933 Industries Inc. is a vertically integrated cannabis company with operations in the United States and Canada. Operating through three subsidiary companies, 1933 Industries owns licensed medical and adult-use cannabis cultivation and production assets, proprietary hemp-based, CBD infused products, CBD extraction services and a specialized cannabis advisory firm supporting clients in security, intelligence and due diligence. The Company owns 91% of both Alternative Medicine Association and Infused MFG. and 100% of Spire Global Strategy.

Please visit our website at <http://www.1933industries.com>

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