



1933 INDUSTRIES LAUNCHES EDUCATIONAL SHORT FILM CHRONICLING CANNABIS FROM PROHIBITION TO THE *DAWN OF A NEW ERA*

A new cultural revolution is taking place around the legalization of cannabis

VANCOUVER, B.C., CANADA (February 28, 2019) – 1933 Industries Inc. (the “Company” or “1933 Industries”) (CSE: TGIF) (OTCQX: TGIFF), a licensed cultivator and producer of cannabis flower and concentrates and manufacturer of hemp-derived CBD wellness products, is pleased to announce the launch of its new short film, *The Dawn of a New Era*, a chronicle of the journey of cannabis from the dawn of civilization, through the origins of prohibition, to its new beginnings in modern society.

By chronicling the importance of cannabis throughout history, the film aims to educate, inform and de-stigmatize the cannabis plant by revisiting prohibition and its complex history based upon misinformation and state-imposed propaganda. “While perceptions of the plant continue to evolve, we are witnessing a post-prohibition booming industry, where the medicinal nature of the cannabis plant is being recognized”, commented Mr. Brayden Sutton, President and CEO of 1933 Industries, and added, “The trends in the cannabis market are akin to those at the end of alcohol prohibition, where the rapid growth of new companies, brands, jobs, and investment have the potential to create an industry as large as that of alcohol today.”

View the full short film directed by Atlee James from Potential Pictures at www.1933industries.com

YouTube: <https://youtu.be/PMwsFaPDC2g>

About Potential Pictures

Since 1999, Mr. Atlee James has dedicated himself as a producer and director, collaborating with clients to develop storytelling that is compelling and that educates and creates a movement for change.

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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