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Wildflower To Conduct Medical Research

VANCOUVER, British Columbia, December 9, 2015: Wildflower Marijuana Inc. (CSE: SUN) (FWB:RSP) (the "**Company**") has entered an agreement with Biologic Nutrigenomics Research Corporation (“**BNRC**”) to conduct medical research on Wildflower’s products and to assist in new product development . Wildflower has been developing cannabis products to address demands in the nutraceutical, pharmacological and recreational cannabis sectors. The Company intends to bring products to market that are backed by solid scientific study demonstrating their efficacy. By using a science based approach we will be able to further enhance the effectiveness of all our products.

Franco Cavaleri, President and Chief Science Officer at BNRC states ”As much as the current movement to legalize and make cannabis more readily available is an exciting business prospect, it is more important to take a serious leadership role in the mining of this natural medicine’s full therapeutic potential to advance medical research and treatment of disease. Cannabis comprises a plethora of constituents that range in pharmacological activity from anti-inflammatory, analgesic (pain killing) and anticancer to neuro-protective and neuro-corrective. However, clinical and wet lab research reliability and repeatability has fallen short due to lack of standardization and sophistication of historical research models. With a corporate mission dedicated to extract the full pharmacological potential of this medicinal agent, and some insight that gives us a head start with the right biological mechanisms and models, research using formal medical models to investigate novel cannabinoid signaling pathways in the framework of complex disease pathologies to improve efficacy, reliability and acceptability in mainstream medicine; to better serve humanity and global health care with reliable, low risk medicines exclusive to the Wildflower brand.”

As part of this collaboration Franco Cavaleri will be added to the Wildflower advisory board as its Scientific and Product Development Advisor. As a prominent Nutraceutical Biochemist, Mr. Cavaleri has had much success in developing products for the nutraceutical industry garnering him widespread recognition in the health industry. He has won Gold, Silver and Bronze Alive Formulation awards, an annual event put on by the Alive Publishing Group that promotes and recognizes outstanding product innovation while enhancing the credibility of natural health products. As an entrepreneur he was successful in various startups from conceptualization to acquisition and merger. As a writer he wrote the best-selling book, Potential Within, A Guide to Nutritional Empowerment.

President and CEO of Wildflower William MacLean states, “This new alliance is the launching pad for the next stage in our business plan. Franco brings a unique combination of academia and private sector experience that will provide an invaluable asset as we make a scientific approach to our product development a corner stone of the company.”

The agreement with BNRC is for a period of one year with automatic annual renewals. The Company will issue 400,000 common shares as consideration for the agreement and grant 300,000 stock options at a price of $0.20 for a period of five years. The agreement is subject to raising sufficient proceeds to fund the first year of testing, including lab space, clinical technicians and other costs. The agreement also provides that if the Company does a deal with a pharmaceutical company or another interested party based on the work done by BNRC, the Company shall pay to BNRC 7.5% of any consideration received from such deal with that company and 100,000 common shares.

**About Wildflower Marijuana Inc.**

Wildflower is a cannabis company focused on developing and designing branded products in the cannabis and healthcare sectors. We develop proprietary product lines using THC or CBD by taking traditional herbal medicines and applying the most advanced science, technology and know-how to create quality products for the health conscious consumer. Wildflower works exclusively in jurisdictions where cannabis is legal or regulated.

**On Behalf of the Board of Directors**

“*William MacLean*”

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**William MacLean**

**Director and CEO**

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**Cautionary and Forward-Looking Statements**

This news release contains forward‐looking statements and forward‐looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward‐looking statements or information. Forward‐looking statements and information are often, but not always, identified by the use of words such as "appear", "seek", "anticipate", "plan", "continue", "estimate", "approximate", "expect", "may", "will", "project", "predict", "potential", "targeting", "intend", "could", "might", "should", "believe", "would" and similar expressions.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward‐looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the risks associated with the marijuana industry in general such as operational risks in growing; competition; incorrect assessment of the value and potential benefits of various transactions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws and government regulations. Accordingly, readers should not place undue reliance on the forward‐looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward‐looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward‐looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

*The Canadian Securities Exchange Inc. has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved of the contents of this press release.*