



For Immediate Release

360 BLOCKCHAIN PORTFOLIO COMPANY PRESSLAND NAMES AWARD-WINNING GRANDARMY AS AGENCY-OF-RECORD

New York City-based agency's client list includes Adidas, Justin Timberlake, Kanye West, X Games and Nike

VANCOUVER, BC, CANADA (April 24, 2018) – 360 Blockchain Inc. (“360” or the “Company”) (CSE: CODE - FWB: C5B) is pleased to announce that its fully held portfolio company, Pressland, has named award-winning design and marketing firm [GrandArmy](#) as agency-of-record. The New York City-based company will oversee Pressland’s new brand identity and ongoing marketing efforts. The new website will debut at <http://pressland.com>.

“Joining GrandArmy’s esteemed client list is a very meaningful development for Pressland,” Jeff Koyen, 360’s Strategic Advisor and Pressland’s project lead. “These are world-class designers, marketers and identity specialists whose creative and strategic input will prove invaluable as we relaunch Pressland as a platform for media trustworthiness.”

GrandArmy is a multidisciplinary creative agency, founded in 2008 by three Young Guns award recipients, whose client list includes Nike, A24 Films, Tuft & Needle, the USPS, and ESPN. The agency was responsible for Justin Timberlake’s latest “Man of the Woods” album artwork as well as graphics displayed during his halftime performance during Super Bowl 52. Previous clients include Beyonce, Kanye West, Mountain Dew, NASCAR, NHL, Taco Bell, X Games and other major brands.

“We’re choosy with the clients we accept,” said Eric Collins, one of GrandArmy’s three founding partners. “We build long-term relationships with thoughtful clients whose brand values align with our own. We admire Pressland’s mission to rebuild the public’s trust in media and want to support their efforts.”

Founded as “Yelp for Media” in 2014, Pressland will relaunch in 2018 as a blockchain-powered enterprise platform dedicated to fighting fake news. Pressland’s unique technology leverages human intelligence via paid microtasking, network analysis of the macro media ecosystem and automated data collection. The result is the world’s first dynamic, comprehensive media list that reliably and accurately answers the question, “Who’s behind the news?”

Pressland plans to issue its own transactional currency in the form of a blockchain-based cryptographic token; 360 will hold a portion of this currency in reserve. GrandArmy will participate in the branding and marketing for Pressland’s planned token sale in Q3 of 2018.

“At a time when cryptographic token offerings are correctly under increased scrutiny by regulatory bodies, it’s more important than ever to communicate with investors clearly and transparently,” said George Tsafalas, 360’s CEO. “With GrandArmy as a marketing partner, I’m confident that Pressland’s upcoming token sale will hit its goals and meet all regulatory requirements.”

GrandArmy’s initial contract with Pressland extends through May 2018; GrandArmy will be paid US \$100,000 for services rendered.

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 (a distributed ledger that 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 is focused on these technologies as they apply to cryptographic tokens and transactional cryptocurrencies; enterprise-grade smart contracts; global data management; media distribution and ownership; supply chain auditing and beyond.

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