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## **Liberty Leaf Moves Forward with Landmark Tests on Cannabinoids to Relieve Canine Osteoarthritis**

### ***Leading Israeli-American R&D company collaborating on study***

**Vancouver, BC – August 3, 2017: Liberty Leaf Holdings Ltd. (CSE: LIB, OTCQB: LIBFF and FSE: HN3P)** (the "Company" or "Liberty Leaf") today updated progress on its study for testing the efficacy of cannabinoids (CBDs) in relieving canine osteoarthritis – a medical condition that includes hip dysplasia, elbow dysplasia and hind-knee, or stifle, degenerative joint disease.

The research trial is part of a three-year collaborative CBD research agreement Liberty Leaf has signed with ESEV R&D LLC, a leading Israeli-American research and development company. Pharmaseed, ESEV's partner in Israel, will manage and oversee the project.

### **First Clinical Trial Details**

In the study, large, mixed-breed dogs will receive the drug or placebos in the active phase of study, with the timeline for finishing the activity estimated at six to eight months. The focus will be on treating chronic pain from hip and/or elbow dysplasia or stifle degenerative joint disease (DJD) due to canine cruciate ligament disease (CCLD).

"All the logistics have been set up to move the project along aggressively," said ESEV CEO and Co-Founder Golan Vaknin. "The contracts are signed; the regulatory approvals are in place. We have the facilities where the study will be conducted and the insurance."

“We are now in the final phase of developing the formulation we want to use in the trial. According to plans, the formulation will be completed in August, allowing us to begin the trial in September.”

“ESEV’s association with Liberty Leaf has been many months in the making and the enterprise is now progressing rapidly with these new developments,” explained Liberty Leaf CEO & President, Will Rascan.

“Developing new cannabinoid treatments to help alleviate the suffering of dogs is full of potential for our canine companions and our shareholders. It adds immense equity to our brand and to shareholder value,” said Will Rascan. “All of us involved in this collaboration are pleased that we are making such excellent progress and that the trials are on track to begin in September.”

### **The Opportunity**

Recent data from the U.S. Bureau of Labor Statistics, the U.S. Census Bureau, the American Pet Products Association’s biannual National Pet Owners Survey and other resources show that U.S consumers spend US\$77 billion on their pets annually. Pet food and veterinary services are the two leading sources of spending within the industry.

Liberty Leaf is taking a two-pronged approach to bring its proprietary formula to market: 1) license the formula to a pet treat manufacturer; and/or 2) develop and market its own brand.

### **About Pharmaseed**

Founded in 2003, Pharmaseed is Israel’s largest good laboratory practice (GLP)-certified pre-clinical contract research organization specializing in translational and regenerative studies. The company has all the necessities for new chemical entities, biologics and medical-device development and first-in-human trials. The latter includes safety evaluation in various animal models, as well as complementary in-vitro/ex-vivo models and on-site human anatomy services.

In particular, Pharmaseed’s specialty lies in pre-clinical projects, with significant expertise in the areas of: stem cell and cellular therapeutics, angiogenesis, cancer, inflammation, the central nervous system, pain, metabolic disorders, toxicology and medical devices.

For further information on Pharmaseed, please visit <http://www.pharmaseedltd.com>.

### **About ESEV R&D**

ESEV R&D is a research and development company focused on plant breeding and using cutting edge genetic tools and technologies. Established in 2014, ESEV is a privately-owned company based in New York City and demographically focused on North America. Operating an R&D centre in Israel, the company has experience and deep relationships within the Israeli medical community, which put its team in a unique position to implement clinical studies cost-effectively and in short timelines.

For further information on ESEV R&D, please visit <http://www.esevrd.com>

### **About Liberty Leaf**

Liberty Leaf Holdings Ltd. is a new Canadian-based, public company whose focus is to build and support a diversified portfolio of cannabis-sector businesses, including cultivation, value-added CBD/THC products, biotech research and supply chain products within this dynamic and fast-growing sector.

Liberty Leaf also owns 100% of North Road Ventures, a late-stage applicant under Health Canada's Access to Cannabis for Medical Purposes Regulations (ACMPR). For further info on the Company please visit <http://www.libleaf.com> or email [will@libleaf.com](mailto:will@libleaf.com)

### **On behalf of the Board**

*Will Rascan, President & CEO*

Liberty Leaf Holdings Ltd.

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