

PUF VENTURES INC.

NEWS RELEASE

PUF Ventures Announces WeedBeacon Platform Update and Stock Option Grant

Vancouver, British Columbia / TheNewswire / January 24, 2017 – PUF Ventures Inc. (“PUF” or the “Company”) (CSE: PUF) (Frankfurt: PU3) (OTCPK: PUFXF) is pleased to announce that it has re-commenced development of its WeedBeacon platform and has entered into discussions with two technology groups to finalize and commercialize our original prototype and demo mobile application.

Additionally, the Company announces that it has granted incentive stock options to purchase a total of 975,000 common shares at an exercise price of 0.265 per share for a period of two years to its officers and consultants in accordance with the provisions of its stock option plan.

About PUF Ventures Inc.

PUF Ventures Inc. is moving into the Bio Medical Cannabis sector by purchasing a 100% interest in AAA Heidelberg, a private Ontario company that has applied for an ACMPR license. Although the Company cannot guarantee nor estimate the timing for the issuance of a license to AAA Heidelberg, it is PUF’s goal to become the next publicly traded Canadian company to be granted a new medical marijuana production license.

VapeTronix, a wholly owned subsidiary of the Company, is in the process of expanding its 1313 brand of electronic cigarettes, Marijuana Vape delivery devices and associated technologies.

ON BEHALF OF THE BOARD OF DIRECTORS

Derek Ivany
President & CEO

No stock exchange or securities regulatory authority has reviewed or accepted responsibility for the adequacy or accuracy of this release.

Some of the statements contained in this release are forward-looking statements, such as estimates and statements that describe the Issuer's future plans, objectives or goals, including words to the effect that the Issuer or management expects a stated condition or result to occur. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and uncertainties.

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