

PUF Ventures Appoints Peter Karroll as Director of Branding & Marketing

VANCOUVER, Jan. 31, 2017 /CNW/ - **PUF Ventures Inc.** (the "**Company**") (CSE: PUF) (Frankfurt: PU3) (OTCPK: PUFXF) is proud to announce the appointment of Mr. Peter Karroll to the position of Director of Branding and Marketing effective immediately. Mr. Karroll will have oversight of the Company's brand development initiatives, assist with the facilitation of a consumer and customer engagement strategy, and manage various aspects of the Company's marketing plan. With an incredible ability to motivate, energize, and capitalize on opportunities, Mr. Karroll will be central to the Company's continuous growth and success. As a distinguished leader in his field, Mr. Karroll comes to the Company with a 25-year track record of achievement in leadership roles with numerous companies.

Early in his career, Mr. Karroll was involved in the entertainment industry where he was instrumental in producing and composing Platinum and Gold record albums for recording artists as well as for movies and television. This led to founding an integrated entertainment group that included a music label and an artist management enterprise that managed international recording artists. His recording artists have released albums globally and have appeared on major concert stages worldwide since the early 1990's.

Mr. Karroll's firm later merged with a top tier international online entertainment brand, where he served as Senior Executive in charge of Worldwide Entertainment and Marketing — leading the company to exceptional global growth. During his tenure, Mr. Karroll was a key architect of an integrated brand building campaign that achieved verifiable success. His unique approach to online gaming yielded exceptional revenue and subscription figures in his first year, increasing the online gambling player base by 214 percent, and net gaming revenues by 242 percent. In the following 2 years, Mr. Karroll's leadership and strategies saw the group handle \$7.3 Billion in online transactions and attain net gaming revenues of \$575 million. He also championed substantial growth in international markets by opening offices, networks, and business partner relationships throughout Europe, Asia, South Africa, Russia and South America while opening additional offices in London, New York, Berlin, Toronto, and St Petersburg. Mr. Karroll structured several television production and distribution deals to expand the brand and co-created sports, MMA live events, PPV and television, and a million dollar talent search. Mr. Karroll negotiated and executive produced these productions in conjunction with "Spike TV Network", "ION TV Network", "Fox Sports Net", "Fuse Network", "The Dish Network", "The Score", and "The Fight Networks", as well as international Pay Per View events via live satellite distributed in America with "In Demand", and "Shaw Cable". In Canada, he set up direct worldwide internet viewing of these PPV events through Akamai Networks directly from the branded entertainment website. As a result, in 2 years, under Mr. Karroll's stewardship, the brand awareness had risen from less than .05% to an incredible 42% of target market.

"We are very fortunate to have someone with Peter's business pedigree join our Company. The Company will greatly benefit from his vast experience in leadership positions with high growth companies in burgeoning sectors," said the Company's President and CEO, Mr. Ivany.

About PUF Ventures Inc.

PUF Ventures Inc. is moving into the Bio Medical Cannabis sector by purchasing a 100 percent 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 the Company's goal to become the next publicly traded Canadian company to be granted a new medical marijuana production license. VapeTronix, a 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 Company's future plans, objectives or goals, including words to the effect that the Company 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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