

PUF Ventures Announces Management Team and Name Change for Vapetronix Holdings Inc.

VANCOUVER, Sept. 12, 2017 /CNW/ - **PUF Ventures Inc.** ("PUF" or the "**Company**") (CSE: PUF) (Frankfurt: PU3) (OTCPK: PUFXF), announces that further to the news releases on September 7, 2017, "PUF Ventures Announces Plan of Arrangement with Vapetronix Holdings Inc.", and subject to the approval by the Supreme Court of British Columbia and by PUF shareholders at the annual general and special meeting to be held on Friday, November 24, 2017 (the "**Meeting**"), Vapetronix Holdings Inc. ("**Spinco**") has filed the necessary documents changing the corporate name to Weed Points Loyalty Inc. The name change is necessary due to the renewed business focus on serving the burgeoning community of authorized, licensed producers of medical and recreational cannabis, associated patients, as well as future consumers of cannabis products.

"I am very pleased to introduce both the new name, business focus and management team of the proposed Spinco and intent to apply for and meet the listing requirements for Weed Points Loyalty Inc.," said Derek Ivany, CEO of PUF. "Weed Points Loyalty will be the first loyalty program targeting the emerging cannabis market. I have assembled a tech-focused team of professionals to grow shareholder value by making Weed Points Loyalty a common name in the growing cannabis economy and drive further innovation as we approach the legalization of the recreational cannabis market. I have the utmost confidence and pride in being able to allow shareholders to participate fully in this plan of arrangement, subject to shareholder, court and regulatory approvals. I wish all the best to the new executive team at Weed Points Loyalty Inc. and look forward to the possibilities this group of highly skilled innovators will bring for the shareholders of PUF Ventures Inc. and Weed Points Loyalty Inc., and other stakeholders in the cannabis market."

Weed Points Loyalty Inc. endeavors to serve as the first loyalty program that targets the emerging cannabis market by leveraging the use of technology and expertise of its management team to create a platform that will allow producers, patients, and consumers to interact and define the future face of cannabis commerce. With a recreational cannabis market predicted to reach \$4.9-\$8.7 billion dollars (Deloitte, 2016), Weed Points Loyalty Inc. will engage licensed producers and ACMPR applicants in order to ensure that industry participants are prepared for the future demands of patients and consumers. By establishing a key technological presence between producers and consumers, Weed Points Loyalty Inc. will become the go-to platform that provides accurate and up-to-date information about the array of products available, real-time delivery tracking, consumer reviews of available product, and continue to evolve to suit the needs of the marketplace. Weed Points Loyalty Inc. will become the premier source for company-specific cannabis-related information, educating patients and consumers, and connecting them with the licensed producers and specialized products being offered.

Weed Points Loyalty Inc. Executive Team

Shawn Moniz, Chief Executive Officer of Weed Points Loyalty Inc.

Mr. Moniz has a track record of innovation and expertise in client management. Acting in the role of Director and Manager at a leading client relationship management firm, Mr. Moniz helped design and develop marketing solutions for many leading corporations. He is an expert facilitator of enhanced customer and brand relationships, created and supported through user experiences and marketing solutions. Mr. Moniz brings a wealth of corporate leadership experience and technological expertise that will enable Weed Points Loyalty Inc. to establish a dominant presence in the growing cannabis economy.

Steve Loutskou, Chief Strategy Officer of Weed Points Loyalty Inc.

Mr. Loutskou is a self-made, successful entrepreneur who acts as a consultant for domestic and international private and public companies. Mr. Loutskou also founded a number of companies including a leading consulting company, FourOneSix Inc, and a market pioneer, niche rental and property development company, Ridge Park Real Estate. Mr. Loutskou brings his own creative brand of management to every project, extending the possibilities, growth prospects of each proposition, ensuring successful innovation and evolution to match market demands. Mr. Loutskou's sense of strategic implementation and creative problem solving will allow Weed Points Loyalty Inc. to establish a solid foundation for future growth and market leadership.

Christopher P. Cherry, Chief Financial Officer of Weed Points Loyalty Inc.

Mr. Cherry has over 14 years of corporate accounting and audit experience. Mr. Cherry has extensive corporate experience and has held senior-level positions for several public mining companies, including director, chief financial officer and secretary. Mr. Cherry has been a chartered accountant since February, 2009, and a certified general accountant since 2004. He held positions with KPMG and Davidson and Co. LLP in Vancouver, B.C., where he gained experience as an auditor for junior public companies and as an initial public offering specialist.

Edmund Obasi, Special Advisor

Mr. Obasi has directly advised numerous public companies in business financing and private placements; including marijuana, internet and e-commerce related investments. Mr. Obasi is currently serving as the Chief Executive Officer, Chief Investment Officer and Director of Obasi Investment Limited, a private investment company registered in Alberta. Mr. Obasi is also currently serving as a strategic advisor for Easy Technology and Alliance Growers Corporation, a Canadian listed globally diversified cannabis company developing a botany center in British Columbia.

About PUF Ventures Inc.

PUF Ventures Inc. owns a majority interest in AAA Heidelberg Inc., a private Ontario company that is an advanced applicant for an ACMPR license from Health Canada. The Company has an option to acquire the balance of shares to own 100% of AAA Heidelberg Inc. upon receipt of the ACMPR license. Through an exclusive joint venture agreement with Canopy Growth Corp., the Company will join CraftGrow, a collection

of high-quality cannabis grown by a select and diverse set of producers, made available through the Tweed Main Street website. While it cannot guarantee nor estimate the timing of the issuance of a license to AAA Heidelberg Inc. it is management's goal to become a leading supplier of medical marijuana in Canada.

Weed Points Loyalty Inc. (formerly Vapetronix Holdings Inc.), a wholly-owned subsidiary of the Company, is in the process of developing Weedbeacon, and expanding its 1313 brand of electronic cigarettes, marijuana vape delivery devices and associated technologies. For more information visit: www.puf.ca.

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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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