



Canvas Medtech Inc. Forms Technology Partnership with Blox Labs for Digital Marketing and Branding

VANCOUVER, Feb. 1, 2018 /CNW/ - PUF Ventures Inc. ("PUF" or the "Company") (CSE: PUF) (Frankfurt: PU3) (OTCPK: PUFXF), and Canvas Medtech Inc. ("MTEC") are pleased to announce the formation of a technology partnership between MTEC and Blox Labs Inc. (CSE: BLOX) (US OTC: BLLXF) (FSE: BR1B), a technology company specialized in decentralized ledger technology, smart contracts and blockchain development.

MTEC will use its extensive expertise in strategic creative marketing campaigns including SEO, digital branding and other related services to create a high-quality strategic communications campaign for Blox's investor base and partners as the it drives its business growth with multiple blockchain projects. The increased connectivity will facilitate the sharing of Blox news, projects and media through digital and mobile networks. This alliance also opens the door to exploring new and innovative digital business solutions.

"I would like to congratulate Shawn and Steve of MTEC upon their first contract after the January 16, 2018 completion of the plan of arrangement between PUF Ventures and Canvas Medtech," said Derek Ivany, President and CEO of PUF Ventures. "This contract is the first of many and represents a significant milestone as the MTEC team works toward their upcoming listing on the Canadian Stock Exchange. It was a very successful for all at the 2018 Cantech Investor Conference held in Toronto yesterday."

"The Canvas team is truly excited about our new partnership with BLOX. We have a dynamic team, we understand the marketplace, and we know that our experience designing strategic creative campaigns on a global scale will form the basis of a successful and enduring partnership," said Steve Loutskou, CSO at MTEC. "Our work is founded on strategic thinking and creative differentiation, with the addition of in-depth analytics which allows us to not only deliver effective campaigns but also provide significant and real return on investment for our partners."

Canvas MedTech believes in the power of data to help build customer-centric initiatives in the medical technology sector. Millions of ideas are created every day, a fraction of those address an actual business need, and fewer still have the business plan to disrupt the status quo in becoming game changers in today's ever-changing markets. At Canvas MedTech Inc. we focus our efforts towards data-driven business solutions that put the end user in the driver seat. From access to investors, target customers and industry-leading experts, our company enables other companies to scale and succeed as global industry leaders. For more information visit: www.cannvasmedtech.com.

About PUF Ventures Inc.

PUF Ventures Inc. is a growth oriented and diversified company focused on the international cannabis industry. It has ownership in several cannabis companies: AAA Heidelberg, Solaris Nutraceuticals Pty Ltd., and Natures Hemp Corp., and is actively pursuing other opportunities within the industry. PUF has an option to purchase 100% of AAA Heidelberg Inc., a private Ontario company and advanced applicant for an ACMPR license. Solaris Nutraceuticals is building the largest medical cannabis greenhouse in the Southern Hemisphere. For more information please visit: www.puf.ca.

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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CNW 08:30e 01-FEB-18