

RISE Life Science Corp. Announces the RISE Report: A Study to Explore Cannabis Use and Sexual Health

Study to reveal the health benefits of cannabis products and their relation to sexual health

Toronto, Ontario--(Newsfile Corp. - April 24, 2018) - RISE Life Science Corp. (CSE: RLSC) (formerly Luminor Medical Technologies Inc.) (the "Company" and/or "RISE") today announced that it has commissioned a longitudinal study to investigate sexual function and health concerns, and, how cannabis products designed for sexual enhancement and health affect sexual behaviors and performance. *The RISE Report on Cannabis and Sexual Health and Wellness* (the "RISE Study") will be significant in its long-term open-ended focus, overall scope, and the value of the data it is designed to capture.

Dr. Regina Nelson, a behavioral scientist and one of America's leading cannabis educators, will lead the study. Dr. Nelson is supported in these efforts by Dr. Christopher J. Smith, a social science expert, and Dr. Jon Ross, a healthcare and public policy expert.

"As cannabis evolves into widespread medical and mainstream commercial use, the benefits of cannabis products and their relation to sexual health are particularly important to every stakeholder, from public health officials to companies making cannabis-based products, and especially for the general consumer." commented Dr. Nelson, study designer and principal researcher.

"To date, no scholarly investigation of the physiological connection between cannabis and sexual health has ever been undertaken at this scale. This study presents the opportunity to expand our collective knowledge, increase our understanding, and create a critically important data set regarding sexual behaviour, health, and wellness."

"We are investing in this study because it is central to the ongoing development of consumer products that individuals and couples believe in and actually want to use," said Anton Mattadeen CEO of RISE Life Science. "The proprietary data generated by this study will not only add necessary information to the subject of sexual health, it will also inform RISE of the best possible product development decisions to meet the needs of our customers, provide us with a competitive advantage in the marketplace, and help us remain right in the middle of this important conversation with our expanding consumer community."

The Study — Key Facts:

- **Clear Purpose:** This is a long-term observational study collecting quantitative and qualitative data, exploring cannabis usage as an aid for sexual performance and collection of experiential data related to the use of RISE sexual health and wellness products;
- **No Gender Bias:** We will look at specific differences in effect across genders, as our study will extend beyond heterosexual participants;
- **Real User Experiences:** In addition to clinical and statistical data, the RISE Study will collect consumer stories and experiences;
- **Important Observations:** The study will focus on many critical areas in need of review:
 - Emotional and physical satisfaction with and without a partnered sexual relationship;
 - Satisfaction with sexual health and function;
 - The importance of sex, sexual function and health to quality-of-life; and
 - How introducing novel cannabis products designed for sexual enhancement and health affect sexual experiences.
- **Usage Mode Profiles:** Research will range beyond smoking and vaping and include other important forms of consumption such as oral sprays, oils, concentrates, edibles and topical solutions.
- **Anonymity and Security:** Given the topic and increasing privacy concerns, we are protecting personally identifiable information by simply not collecting it at all. This is a strictly anonymous study, with rich profile data and outcomes directly related to cannabis product use.

The study is expected to initially enroll approximately 200 participants during its beta test phase starting in the spring of 2018, with the official study launch tentatively scheduled for September of 2018. As the study continues to expand over time, the long-term goal is to engage with thousands of participants.

About Dr. Regina Nelson

Regina Nelson is a published author of several books, and earned her Ph.D. in Ethical and Creative Leadership at Union Institute and University. Her doctoral studies concentrate on the issue of medical cannabis. In 2012, Dr. Nelson published her first peer-reviewed article, *Framing Integral Leadership within the Medical Cannabis Community*. She has gone on to publish and present in twenty peer-reviewed forums, including events hosted by the International Leadership Association, the International Cannabinoid Research Society, and the Integral European Conference. In addition to her role as CEO of Integral Education and Consulting, LLC, she is also a founding officer of the eCS Therapy Center, an Integral 501C3 organization

building awareness of the endocannabinoid system (eCS) and championing community-based education via the Plant a Seed for Cannabis Education Tour.

About RISE Life Science Corp.

RISE Life Science Corp. develops cutting-edge cannabis consumer products for both medical and adult-use markets around the world in jurisdictions that have legal regulatory frameworks in place. All products are based on patent-pending formulations and processes to produce specifically targeted effects. A key area of focus for RISE is research-based formulations to address adult sexual health and wellness for both women and men.

For further information:

For more information, please contact:

Mark Komonoski

Communication Director

mark@komonoski.com

877-255-8483

403-470-8384

Or:

Anton Mattadeen

President & CEO

anton@riselifescience.com

416-899-9462

The Canadian Securities Exchange has not reviewed this press release and does not accept responsibility for the adequacy or accuracy of this news release.

Statements in this news release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed here and elsewhere in RISE'S periodic filings with Canadian securities regulators. When used in this news release, words such as "will, could, plan, estimate, expect, intend, may, potential, believe, should," and similar expressions, are forward-looking statements. Forward-looking statements may include, without limitation, statements including the Company's expectations with respect to pursuing new opportunities and its future growth and other statements of fact.

Although RISE has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be as anticipated, estimated or intended, including, but not limited to: dependence on obtaining regulatory approvals; investing in target companies or projects which have limited or no operating history and are engaged in activities currently considered illegal under US Federal Laws; changes in laws; limited operating history; reliance on management; requirements for additional financing; competition; hindering market growth and state adoption due to inconsistent public opinion and perception of the medical-use and adult-use marijuana industry and; regulatory or political change. There can be no assurance that such information will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. As a result of these risks and uncertainties, the results or events predicted in these forward-looking statements may differ materially from actual results or events. Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. RISE disclaims any intention or obligation to update or revise such information, except as required by applicable law, and RISE does not assume any liability for disclosure relating to any other company mentioned herein.