

The Tinley Beverage Company Inc.

CNSX:TNY, OTC:QRSRF



Tinley Retains Total Marketing Systems For Sales and Distribution

LOS ANGELES, CALIFORNIA and TORONTO, ONTARIO--(Marketwired – July 18, 2016) -

The Tinley Beverage Company Inc. (OTC:QRSRF, CSE:TNY) (the "**Company**" or "**Tinley**") is pleased to announce that it has retained Total Marketing Systems ("**TMS**") to lead sales and distribution logistics.

TMS represents a focused collection of premium product brands and it will be adding Tinley's flagship Hemplify product to their offerings.

The TMS principals have most recently helped grow a premium hydration drink company from an early stage to nearly \$1 million per month in revenue, and they are continuing to drive their growth. TMS brings a network of over 20 independent salespeople across the country, and its managing partners also have extensive experience in beverage supply chain and distribution logistics.

"The time has come to scale our operations, and we are delighted to have attracted a team of this caliber to manage this process efficiently. Richard and his team bring strong entrepreneurial drive and a large national sales network, coupled with the operational expertise to ensure consistent production and delivery of technologically-advanced products like Hemplify. This also furthers the Company's strategy of focusing its operational buildout on the ground in California, which we believe to be shaping up to be the largest market for hemp extract in the country. I'm confident that TMS will help position Hemplify as a leading product in this rapidly-growing category," said Jeff Maser, CEO of Tinley.

"Hemplify has many of the characteristics that are traditionally required to be a leading player, including a mix of emerging and well-known ingredients, first-rate packaging and a delicious, fruity taste. We're also seeing young brands rely heavily on social media to drive sell-through with young consumers, and my retailers and distributors have already commented on Tinley's impressive ability to get social content early in its life cycle by DJs and other influencers who appeal to this demographic. I look forward to building upon the sales that the company has generated to date and helping this product achieve its potential," said Richard Chessman, Managing Partner of TMS.

In addition to driving sales, TMS will oversee the expansion of Tinley's logistics platform for servicing and fulfilling orders from distributors, "boots on ground" salespeople, Tinley's web store and third-party web stores.

"We're seeing significant growth in the hemp seed beverage category, and I'm confident that hemp extract products like Hemplify have the capacity to meet and perhaps surpass hemp seed products as consumers increasingly become aware of the distinction," continued Richard.

Hemplify is a line of fruit-flavored, sugar-free, vegan, drinkable supplements that contain hemp extract. This extract contains terpenes and other phytoconstituents. Each product also contains 9-12x the potassium electrolyte content of major sports drinks, 200mg of Omega 3 and excellent sources of vitamins A through E, including 100% DV of Vitamin B12, C and D. Hemplify is produced with patented technology that elevates absorption into the bloodstream, ensures shelf stability and masks the hemp oil's taste to deliver delicious, refreshing flavors.

About The Tinley Beverage Company

The Tinley Beverage Company is a functional beverage company focused on hemp-infused beverages and supplements. The company has a patent-produced liquid supplement containing certifiable phytoconstituent-rich hemp oil. The company is producing its products in Los Angeles and is focusing distribution on key markets throughout the United States.

Forward-Looking Statements

NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

This press release contains or refers to forward-looking information, and is based on current expectations that involve a number of business risks and uncertainties. Factors that could cause actual results to differ materially from any forward-looking statement include, but are not limited to, delays in obtaining or failures to obtain required governmental, environmental or other project approvals, political risks, uncertainties relating to the availability and costs of financing needed in the future, changes in equity markets, inflation, changes in exchange rates, fluctuations in commodity prices, delays in the development of projects and the other risks involved in the mineral exploration and development industry. Forward-looking statements are subject to significant risks and uncertainties, and other factors that could cause actual results to differ materially from expected results. Readers should not place undue reliance on forward-looking statements. These forward-looking statements are made as of the date hereof and the Company assumes no responsibility to update them or revise them to reflect new events or circumstances other than as required by law.

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