



Tinley Appoints Andrew Stodart to the Board of Directors and Provides Product, Operational and Sales Update

FOR IMMEDIATE RELEASE

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August 30, 2016: Toronto, Ontario and Los Angeles, California - The Tinley Beverage Company Inc. (the "Company" or "Tinley") is pleased to provide an update on its sales, products, board and operations.

Planning Next Bottling Run

The Company announces that it has sold a significant portion of its initial production batch and, as a result, is planning its next production run. Management expects to complete this run in October. The drinks produced in this October run will include additional clean-label claims and label enhancements that have been specifically designed to target a wider variety of consumers and premium retailers.

The Company recently announced a distribution agreement with SF Pipes, a distributor to the smoke and "head" shop channel in the San Francisco Bay Area. SF Pipes has paid for and taken delivery of its first order of Hemplify to sell to its network of retailers and sub-distributors. Additionally, 8 stores of a major convenience store chain have agreed to purchase a small amount of product on a trial basis. While there can be no guarantee that this trial will be successful, management is hopeful that this trial will lead to larger purchase orders from stores in this chain. The Company has also engaged a sales and merchandising group that represents beverage and several national produce brands to direct sales efforts to additional stores in the natural product and grocery channels.

Announcing "Tinley '27" Cannabis Drinks

As announced in its August 29, 2016 release, the Company has been working to unveil its lineup of cannabis-based drinks. The Company is now pleased to announce that it has completed formulation and branding for "Tinley '27", a line of cannabis drinks flavoured with de-alcoholized liqueurs and spirits. This line of drinks has been created to provide consumers with the authentic taste of alcoholic beverages, but with a THC experience. Products include de-alcoholized Canadian Whisky, Jamaican Rum and Amaretto, as well as a line of carbonated fruit-flavoured drinks. Additional product information can be found in the Company's corporate presentation at www.drinktinley.com.



Tinley '27 Brand Family

Tinley is now offering a turnkey solution to install and operate bottling equipment to manufacture the Tinley products in the facilities of legally-licensed cannabis producers. As part of this new service offering by Tinley, the Company will source and install bottling equipment in the cannabis producer's facilities and will train its employees to operate the equipment. This solution will enable licensed cannabis producers to produce Tinley and other drinks infused with their own cannabis extract. The company is in discussions with licensed cannabis producers in Canada and the USA about Tinley '27 and its turnkey bottling and manufacturing solution.

Board of Directors

The Company is pleased to announce the appointment of Andrew Stodart, a seasoned beverage professional with over 20 years of management, marketing, sales and brand development experience at the executive level. Andrew is currently the president of The Brands Group Inc., a company that provides successful marketing and brand recognition solutions to its clients. Mr. Stodart also has extensive marketing and branding experience in the beverage industry, having worked with Diamond Estates Wines and Spirits, Patron Tequila, Crystal Head Vodka and on the launch of Dan Aykroyd Wines. Additionally, Mr. Stodart was the International Brand Director of Black Velvet Canadian Whisky, the Marketing Director at Everfresh Juice Ltd. and held sales and marketing positions with Coca-Cola. He also taught a course in Brand Management for several years as part of the MBA program at the Schulich School of Business.

Mr. Stodart joins the Company as an independent director and is replacing Adam Szweras and Roger Dent, who have each resigned from the board. The Company would like to thank Messrs. Szweras and Dent for their service and the contributions each made to the growth and development of the business.

“September marks our first full month with shelf-ready product in market and I’m pleased with our initial listings. The recruitment of two seasoned food and beverage executives to our board represents our shift from a development-stage company to a fully operational company in the mainstream and specialty beverage industry. Hemplify is seeing good initial traction and we continue to work to add store listings while simultaneously advancing discussions with licensed producers for our Tinley '27 cannabis drinks,” said Jeff Maser, CEO of Tinley.

About Hemplify, Inc. and The Tinley Beverage Company, Inc.

The Tinley Beverage Company (Toronto, Canada) is the parent company of Hemplify, Inc. (Santa Monica, California). Hemplify, Inc. manufactures the “Hemplify” line of products. Hemplify is a line of fruit-flavored, sugar-free, vegan, drinkable supplements that contain hemp stalk 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 flavours. The company is selling its products in California and Nevada.

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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