

PUF VENTURES INC.

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NEWS RELEASE

PUF Ventures appoints new CEO and Director

April 19, 2016 - Vancouver, British Columbia – PUF Ventures Inc. (“PUF” or the “Company”) (CSE: PUF) (Frankfurt: HR2P) (OTCPK: PUFXF) is pleased to announce that, Mr. Derek Ivany has been appointed as CEO and as a Director of the Company. Mr Ivany was previously serving as Managing Director of VapeTronix, PUF’s wholly owned subsidiary, where he was a founder and key proprietor of the WEEDBeacon technology and related vaporizer sector initiatives. To facilitate this new posting, Mr Yari Nieken will step aside as CEO but will remain a director of the company.

Mr. Ivany brings a wealth of experience in the small cap markets and has industry relationships in Ontario with various groups in the nascent medical marijuana sector. Mr. Ivany has worked with various public companies in the capacity of officer, director and business development consultant over the past 10 years and has been involved in financing mandates in excess of \$100,000,000. Mr. Ivany plans to leverage his experience and network as PUF repositions itself as a hopeful MMPR licensee and, in the meantime, continues to build out its related offerings. About PUF Ventures Inc.

PUF Ventures Inc. is moving into the Medical Marijuana sector by purchasing a 100% interest in AAA Heidelberg, a private Ontario company that is in the process of applying for a MMPR license. Although the Company cannot guarantee nor estimate the timing for the issuance of a license to AAA Heidelberg, it is PUF’s goal to become the next publicly traded Canadian company to be granted a new medical marijuana production license.

VapeTronix, a wholly owned subsidiary of the Company is in the process of expanding its 1313 brand of electronic cigarettes, WeedBeacon platform and associated technologies.

ON BEHALF OF THE BOARD OF DIRECTORS

“Yari Nieken”
Director

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.