



HERITAGE CANNABIS
Holdings Corp.

NEWS RELEASE

Heritage Cannabis Holdings Corp. Announces Launch of Purefarma Branded Products

Toronto, ON, May 26, 2020 – HERITAGE CANNABIS HOLDINGS CORP. (CSE: CANN) (OTCQX: HERTF) (“**Heritage**” or the “**Company**”), a leading Canadian cannabis company, today announced that in the coming weeks it will be launching its own series of formulated extraction products under the brand name Purefarma, which will be sold through Voyage Cannabis Corp., a licensed subsidiary of Heritage.

“For those of us who started Purefarma Solutions as a company, and others who have been integral to its success over the years, it is very exciting to see this long-established business become a brand that will be carried on shelves in Canadian cannabis stores,” said Graeme Staley, co-founder of Purefarma, and now in charge of strategy for Heritage. “We established a reputation for creating high quality, award winning cannabis oil, and this reputation shapes our foundation as we make our products widely available to the public.”

The Purefarma brand will be sold through recreational channels and will feature several products that consumers have previously identified with having potential medical benefits, including CBD tinctures and a CBD vape pen made without any carrier oils or added flavours. The Company will announce a full line of products in the coming weeks as they are made available on store shelves and online via the Provincial Cannabis Boards.

Heritage will focus on marketing the Purefarma products initially in British Columbia and Alberta, with plans to expand to the rest of the country shortly thereafter.

“We have been eager to introduce Canada to the formulated extracted products we have created using our proprietary technology,” stated Clint Sharples, CEO of Heritage “We intend to meet demand by providing consumers with high quality products at a reasonable price that will support a strong brand following well into the future.”

About Heritage Cannabis Holdings Corp.

Heritage Cannabis Holdings Corp. is a vertically integrated cannabis company that owns two Health Canada approved licenced producers, Voyage Cannabis Corp. and CannaCure Corp., both of which also have industrial hemp licenses. Additionally, Voyage recently received its sales license from Health Canada. Working under these licenses, Heritage has two additional subsidiaries, Purefarma Solutions, that provides extraction services, and a Medical Services Division which is focused on cannabis based medical solutions. Heritage as the parent company, provides the synergies and resources for its subsidiaries to advance their medical and adult use products and services both domestically and internationally.

ON BEHALF OF THE BOARD OF DIRECTORS OF HERITAGE CANNABIS HOLDINGS CORP.

“Clint Sharples”
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