



HERITAGE CANNABIS  
Holdings Corp

## NEWS RELEASE

### Heritage Cannabis Announces First Pura Vida Products

*Pura Vida offers consumers high quality full spectrum vape products for value prices*

**Toronto, ON, June 16, 2020** – HERITAGE CANNABIS HOLDINGS CORP. (CSE: CANN) (OTCQX: HERTF) (“Heritage” or the “Company”), a leading Canadian cannabis company, today announced that it will launch Pura Vida brand full spectrum Sativa, Indica & Hybrid Honey Oil Vape Cartridges in the British Columbia, Alberta and Manitoba adult use cannabis markets in July.

Pura Vida is an award-winning legacy cannabis brand recognized for its superior vape cartridge products and their vapes are created using carefully extracted oils from the highest quality, hand selected cannabis flower. Heritage’s extraction subsidiary, Purefarma Solutions’ proprietary extraction process produces a full plant vapeable product that preserves the distinctive strain specific flavour, without the need for potentially harmful back-added terpenes, flavours or carrier oils, resulting in a true full spectrum experience.

Heritage has designed its internal processes to allow it to have the unique ability to take the product from manufacturing direct to consumer channels, which decreases traditional distribution costs. This allows Heritage to offer Pura Vida products in the mid-\$30 range for a 500 mg cartridge, which makes it very competitive versus other cannabis companies, while delivering a unique high quality experience for consumers.

“Our Pura Vida branded products are being launched at a price that consumers have been demanding and are only the first of a portfolio of brands and products being launched by us in the coming months,” commented Chris Pearson, VP Sales and Marketing of Heritage. “As consumer preferences have been trending toward high-value products, vertically integrated companies like Heritage can produce products that maximize margin performance, without sacrificing the quality of the offering.”

Pura Vida is the recipient of first place awards for their THC and CBD extract products in the 2016 Emerald Cannabis Cup. In the 2017 High Times Cannabis Cup, they were winners of the Best Vaporizer Award, Sativa First 1<sup>st</sup> place Concentrate Cup and took 2<sup>nd</sup> place for both Indica and Hybrid Concentrates. In the 2018 Emerald Cannabis Cup, Pura Vida achieved another 1<sup>st</sup> and 3<sup>rd</sup> in the concentrate and flower category making it a well recognized brand with a strong customer following.



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## **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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This news release contains forward-looking information, which involves known and unknown risks, uncertainties and other factors that may cause actual events to differ materially from current expectation. Important factors - including the availability of funds, the results of financing efforts, the results of exploration activities -- that could cause actual results to differ materially from the Company's expectations are disclosed in the Company's documents filed from time to time on SEDAR (see [www.sedar.com](http://www.sedar.com)). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The company disclaims any intention or obligation, except to the extent required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.