



HERITAGE CANNABIS
Holdings Corp.

NEWS RELEASE

Heritage Cannabis Announces Pura Vida Daybreak & Nightfall Full Spectrum THC Tinctures

Toronto, ON, June 18, 2020 – HERITAGE CANNABIS HOLDINGS CORP. (CSE: CANN) (OTCQX: HERTF) (“Heritage” or the “Company”), today announced that it will be launching its ‘Daybreak’ and ‘Nightfall’ full spectrum THC Tinctures under the Pura Vida brand in the British Columbia, Alberta and Manitoba adult use cannabis markets in July, with additional provincial markets expected to follow.

Pura Vida’s Daybreak and Nightfall tinctures are extracted from hand selected cannabis and formulated to exacting standards through crowd sourcing client feedback. Using only the highest grade cannabis materials suspended in organic medium-chain triglyceride (MCT) oil, Daybreak and Nightfall tinctures are clearly positioned as a premium quality product with an historically undeniable positive user experience.

The products will be offered at a strategically competitive price in the mid-\$30 range for a 30 ml glass bottle and dropper. Heritage has designed its internal processes to allow for the unique ability to take products from manufacturing direct to consumer channels, decreasing traditional distribution costs and allowing for competitively priced high-quality products to be offered to consumers.

“The launch of Pura Vida Daybreak and Nightfall THC Tinctures coincides with the launch of our full spectrum Sativa, Indica & Hybrid Honey Oil Vape Cartridges in the same markets in July,” stated Chris Pearson, VP Sales and Marketing of Heritage. “Consumers have been eagerly awaiting the launch of these products into the Canadian adult use market as the products have an award-winning history recognized for the highest quality products. The Pura Vida Daybreak and Nightfall THC Tinctures add two more products to our growing suite of high-quality cannabis products.”

Heritage’s extraction subsidiary, Purefarma Solutions has a strong reputation of using a proprietary extraction process to carefully extract oils from hand selected cannabis flower to produce premium quality cannabis products. Heritage continues to develop a broad portfolio of high-demand unique products to bring to market through the remainder of the year.

Clint Sharples, CEO of Heritage commented: “This product rollout signifies the beginning of the next phase of Heritage’s development. Our strategy is to price the products competitively, while not jeopardizing quality, and we believe they will be well received by consumers as these products have historically been in high demand.

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.

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

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