



HERITAGE CANNABIS  
Holdings Corp.

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NEWS RELEASE

## **Heritage Cannabis Announces the Highly Anticipated Purefarma Vape Cartridges**

*Purefarma vape cartridges initially available in the British Columbia, Alberta and Manitoba markets in July*

**Toronto, ON, June 24, 2020** – HERITAGE CANNABIS HOLDINGS CORP. (CSE: CANN) (OTCQX: HERTF) (“Heritage” or the “Company”) today announced the launch of three Purefarma vape cartridges: Purefarma Sun, Purefarma Moon, and Purefarma Earth.

Sold in the adult-use cannabis market through Voyage Cannabis Corp., a licensed subsidiary of Heritage, Purefarma is the Company’s second major brand rollout. This long-established and much anticipated med/rec brand provides consumers with a formulated full spectrum, direct-to-vape oil which targets users whose primary use of cannabis is for the potential medical benefits they may experience.

Both Purefarma Sun (Sativa properties) and Moon (Indica properties) vape cartridges are made using a carefully managed extraction process using the highest quality, and hand selected cannabis flower. The Purefarma Earth CBD vape cartridge is a true CBD vape and is a unique offering for the initial launch in these markets.

“Featuring premium hardware and packaging, and available to the consumer in the mid \$30s range for a 500 mg cartridge, our Purefarma vape cartridges are expected to be well received by our launch markets,” stated Chris Pearson, VP Sales and Marketing of Heritage. “The Purefarma Earth CBD vape cartridge is our most anticipated product launch and we are eager to fulfill the many requests we have been receiving for this distinctive product.”

Purefarma’s proprietary extraction process allows for full plant vapeable products which preserve distinctive flavour expressions without the need for back-added terpenes, flavours, or carrier oil. Formulated for maximum bioavailability Purefarma’s products embody the unique strain specific benefits which are not available in a formulated distillate.

“We have targeted a pricing strategy for our products in order to deliver what consumers have been demanding – high quality products at reasonable prices,” commented Clint Sharples, CEO of Heritage. “At Heritage we are able to deliver this by keeping our fixed costs as low as possible, while eliminating as many traditional manufacturing and distribution costs as we can. Our goal is to deliver strong margins for Heritage, while providing competitively priced high-quality product options to consumers.”

As previously announced, in addition to the launch of Purefarma Sun, Moon and Earth vape cartridges, Heritage will be launching Pura Vida branded full spectrum Sativa, Indica & Hybrid Honey Oil Vape Cartridges, as well as its Pura Vida ‘Daybreak’ and ‘Nightfall’ full spectrum THC Tinctures in the same markets in July, with additional markets expected to follow for all Heritage products.

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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.