



HERITAGE CANNABIS
Holdings Corp.

Heritage Cannabis Announces Launch of Purefarma Hemplixers and Pura Vida CBD Tincture and 4:1 CBD Vape Cartridge.

Toronto, ON, July 8, 2020 – [Heritage Cannabis Holdings Corp.](#) (CSE: CANN) (OTCQX: HERTF) (“**Heritage**” or the “**Company**”), today announced that it will launch the popular Purefarma Hemplixer full spectrum CBD tinctures in British Columbia, Alberta, and Manitoba this summer. Hemplixer will be available in two concentrations: HLX15 and HLX30, with retail prices in the mid \$30s and mid \$50s respectively for 30 ml bottles.

A long-established and much anticipated med/rec brand, Heritage’s extraction subsidiary Purefarma has a strong reputation for using a proprietary extraction process to carefully extract oils from hand selected biomass to produce premium quality products. The process provides formulations that maximize bioavailability and embody unique strain specific benefits.

In addition to the Purefarma products, Heritage will be releasing the Pure Vida full spectrum CBD tincture and the 4:1 full spectrum CBD dominant vape cartridge, both strategically priced in the high \$30s for a 30 ml bottle, and a 500 mg vape cartridge. Pura Vida is an award-winning legacy cannabis brand recognized for its superior products using carefully extracted oils from the highest quality, hand selected cannabis flower.

“High quality, reasonably priced products are in demand by consumers and we are eager to bring our products to the Canadian adult use market to fulfill this need,” stated Chris Pearson, VP Sales and Marketing of Heritage. “Heritage brands have an award-winning history recognized for the highest quality and we are pleased to continue adding in-demand formulations to our growing suite of cannabis products launching this year.”

As previously announced, in addition to the launch of Purefarma Hemplixers, Purefarma will launch Sun, Moon and Earth vape cartridges, and Pura Vida will launch full spectrum Sativa, Indica & Hybrid Honey Oil Vape Cartridges, as well as ‘Daybreak’ and ‘Nightfall’ full spectrum THC Tinctures along with the Pura Vida CBD tincture and the 4:1 CBD vape cartridge. Heritage’s products are expected to launch this summer in the British Columbia, Alberta and Manitoba markets, with additional markets expected to follow for all Heritage products.

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, and the Company will be launching its own products in the BC, AB, and MB markets in July 2020, with other provinces to follow. Working under its 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.

Tel: 1-888-940-5925 email: info@heritagecann.com website: www.heritagecann.com

77 Bloor Street West, Suite 600, Toronto, Ontario M5S 1M2

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

"Clint Sharples"

Clint Sharples
CEO

For more information contact:

Clint Sharples
Tel: 416-705-8529
csharples@heritagecann.com

or

Kelly Castledine
Tel: 647-660-2560
kcastledine@heritagecann.com

The Canadian Stock Exchange does not accept responsibility for the adequacy or accuracy of this release.

Forward-Looking Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information contained herein may include, but is not limited to, assumptions related to cash flow and capital resources, and expectations related to the supply and manufacturing agreements, the intended expansion of the Company, and partnerships and Joint Venture Partnerships.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements.

An investment in securities of the Company is speculative and subject to several risks including, without limitation, the risks discussed under the heading "Risks and Uncertainties" Factors" in the Company's annual management discussion and analysis for the year ended October 31, 2019 and dated February 28, 2020, as well as the interim management discussion and analysis for the quarter ended April 30, 2018 and dated June 29, 2020. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in the forward-looking information and forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended.

In connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking

statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by this notice.

