



International Cannabrands
ADVANCING WELLNESS AROUND THE GLOBE

International Cannabrands Hires Key Talent to Launch Julian Marley JUJU Royal Retail Locations

Calgary, Alberta, January 4, 2018 — **International Cannabrands Inc.** (CSE:JUJU.A) (the “Company”) is pleased to report that Eric Singer has joined International Cannabrands Ltd. to head up the Company’s efforts to license and roll out “Concept Stores” under the Julian Marley JuJu Royal Ultra Premium Cannabis brand.

The Company aims to build-out two Julian Marley branded concept stores to jumpstart its brands and generate near-term revenue for shareholders. The JuJu Royal stores are designed to sell at retail, all the Company’s branded cannabis and related ancillary products in an upscale atmosphere reflecting the lifestyle of its namesake, Julian Marley. The stores will contain all of the features seen in most retail dispensaries along with some unique features and artwork centered around the reggae movement and Julian Marley as a musician.

Eric has been involved for many years in the development of branded retail, food and recreation throughout the United States. Eric’s credentials and expertise run the full spectrum for a complete retail store execution from conception to the Grand Opening. His skill set includes the coordination of leasing, architectural design, all facets of engineering, landlord and governmental construction approvals, fixtures and equipment during the construction process. Eric has worked successfully with both privately and publicly owned organizations, as well as nationally renowned chain operations in a number of niche markets in the United States. His professional associations comprise a notable roster including Candies Shoes, Autodesk, Kenneth Cole, Nathan’s Famous, Quiksilver, Chock Full O’Nuts, Hollywood Tans, AMF Bowling Centers, Michael Jordan Golf, Sam Edelman Shoes and BurgerFi.

The Company’s goal is to build a leading brand presence in the highly fragmented cannabis industry - alongside other brands like Snoop Dogg’s Leafs by Snoop. The U.S. state legalized cannabis industry is projected to exceed \$50 billion by 2026, according to Cowen & Co. analysts, driven by the legalization of recreational cannabis in states like California and Nevada this year. At the same time, Deloitte analysts expect Canada’s market to surpass C\$22.6 billion following the nationwide legalization of recreational marijuana.

Mr. Singer commented, “I have taken brands from zero to multi-units in the past and I think the JuJu Royal brand will provide the most exciting retail theatre. I am looking forward to combining my skills with the existing team and making JuJu Royal a true ‘household name’ in the cannabis space.”

Chairman and CEO Jeffrey Britz has a proven track record of building start-ups into large public and private companies, including building a small family fabric business into a \$50 million per year business with 2,000 employees. President and COO Travis Belcher possesses the necessary cannabis industry experience as an expert in cultivation, and is very knowledgeable about cannabis genetics and concentrates. Mr. Belcher is responsible for selecting experienced and quality-driven licensees and processors.

Over the past year, the Company has acquired key license agreements in California, Colorado, Oregon, Washington, Canada, Western Europe, and Puerto Rico where future retail locations could be setup to sell its branded cannabis, extracts, vape pens, edibles, and ancillary products.

About International Cannabrands

International Cannabrands acquired the exclusive rights to Julian Marley's JuJu Royal™ brand to educate people about the natural connection between Julian Marley, Rastafarian culture, reggae music, and marijuana. International Cannabrands generates revenue from licensing brands to growers, edible manufacturers, oil extractors, producers of ancillary products and apparel in the United States where cannabis has been legalized at the state level, as well as products containing CBD in the US and internationally. Select JuJu Royal products are available in California, Washington, Colorado and Puerto Rico with CBD-only products available in the U.K., the birthplace of Julian Marley. The Company is looking to expand JuJu Royal into Nevada in the near future. The company was founded in 2014 and is based out of Denver, Colorado. The Company believes as the market becomes saturated with products varying in potency and quality, that the branded products will rise to the top and the Company intends to exploit all opportunities available to realize the full value of the Julian Marley brand and to attract other brands.

About JuJu Royal

Julian Marley conveys his message of legalization, freedom, and love through the JuJu Royal brand, a line of naturally produced medicinal herbs using the best solventless technology. One percent of proceeds are distributed for the benefit of veterans using cannabis through the Weed for Warriors Project. More information about the brand and various products can be obtained at www.jujuroyal.net. International Cannabrands is continuing to work with Julian Marley to identify and develop future strains of marijuana that meet Julian's exacting standards. The Company is continuing to conduct research and development with certain origin genetics to produce additional signature Julian Marley strains for the JuJu Royal Premium Marijuana collection. The intent is to make these strains available to dispensaries and caregivers on a worldwide basis where it is legal.

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Forward Looking Statements

This news release contains forward-looking statements relating to developing and constructing retail outlets for the JuJu Royal brand and products. These forward looking statements involve risks and uncertainties. Events or circumstances may cause actual results to differ materially from those anticipated as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company or the parties to the agreement. These include legal and regulatory changes, the impact of general economic, industry and market conditions; expectations regarding market demand for particular products and the dependence on new product development; the impact of product competition. As a result, the Company cannot guarantee that any forward-looking statement will materialize and the reader is cautioned not to place undue reliance on any forward-looking information. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. The forward-looking statements contained in this news release are made as of the date of this news release and Management of the Company disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required by applicable securities laws.