



NUUVERA SIGNS GREG TAYLOR AS PRESIDENT OF NUUVERA CANADA

Toronto (January 10, 2018) - Nuuvera Inc. ("Nuuvera") (TSXV: NUU) announced today that it has signed Greg Taylor, co-founder of Steam Whistle Brewing, as president of Nuuvera Canada.

Taylor will be responsible for establishing Nuuvera's presence across the country in both medical and recreational markets.

Lorne Abony, the CEO of Nuuvera, said that Taylor's expertise and talent will provide an immediate boost to Nuuvera's Canadian operations.

"I could not be more excited to have Greg Taylor join our team," said Abony. "We knew we needed someone with an intimate understanding of Canadian consumers as well as the creativity and vision needed to establish Nuuvera as the premier brand in the new legalized cannabis market. In Greg, we are very lucky to have found both."

Taylor said that the opportunity to work with Nuuvera's exceptional team at the beginning of Canada's cannabis industry was too good an opportunity to pass up.

"This is a tremendous opportunity," said Mr. Taylor. "It is an exciting time to be working in the cannabis industry, as there is no greater opportunity for a company than at the outset of a new market. I look forward to working with Nuuvera to set the standard for high quality cannabis products in Canada and around the world."

Taylor studied Economics at the University of Toronto and has worked in the media, technology, and micro-brewing industries, becoming Vice President of Sales for The Upper Canada Brewing Company. In 1998, he established Nelson Cash Systems, an Automated Banking Machine (ABM) company, and then went on to found Steam Whistle Brewery.

Taylor has been recognized with many business leadership awards, including *Entrepreneur of the Year* in Ernst and Young's annual competition, "Food in Canada's" 2016 Industry Leadership Award, the Toronto Region Board of Trade 2016 Business Leader of the Year, and the "2013 Clean 50 Award" for environmental leadership in business.

For more information, please visit: www.nuuvera.com

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For media inquiries only please contact:

Justin Burrows

Venture Communications

justin@venturecommunications.ca

1-416-276-7699



About Nuuvera

Nuuvera is a global cannabis company founded on Canadian principles, and built with the whole world in mind. Nuuvera is currently working with partners in Germany, Israel and Italy, and is exploring opportunities in several other countries, to develop commercial production and global distribution of medical grade cannabis in legalized markets. Through its subsidiaries, ARA – Avanti Rx Analytics Inc. and Avalon Pharmaceutical Inc., Nuuvera holds a Dealer License (GMP) under the Narcotic Control Regulations and Office of Controlled Substances. Nuuvera is currently in the final stages of the Health Canada review process to become a Licensed Producer of medical marijuana under the ACMPR, and has recently received its "letter to build" approval.

Notice regarding forward-looking statements:

This release includes forward-looking statements regarding Nuuvera and its business. Often, but not always, forward-looking statements can be identified by the use of words such as “plans”, “is expected”, “expects”, “scheduled”, “intends”, “contemplates”, “anticipates”, “believes”, “proposes” or variations (including negative variations) of such words and phrases, or state that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved. Such statements are based on the current expectations of the management of Nuuvera. The forward-looking events and circumstances discussed in this release may not occur by certain specified dates or at all and could differ materially as a result of known and unknown risk factors and uncertainties affecting Nuuvera, including risks regarding the cannabis industry, failure to obtain regulatory approvals, economic factors, the equity markets generally and risks associated with growth and competition. Although Nuuvera has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made Nuuvera undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

The TSX Venture Exchange has in no way passed upon the merits of the transaction and has neither approved nor disapproved the content of this press release.