



NUUVERA ANNOUNCES THE BUILDING OF A LABORATORY FACILITY IN NEW BRUNSWICK, CANADA

Toronto (January 10, 2018) – Nuuvera Inc. (“Nuuvera”) (TSXV:NUU) is very pleased to announce that it is establishing a state-of-the-art laboratory in Saint John, New Brunswick that will process, manufacture and distribute pharmaceutical-grade medical marijuana derivative products.

Nuuvera has purchased a property in Saint John to accommodate its facility. The building will be retro-fit immediately upon the issuance of necessary zoning permits and licenses. This will be Nuuvera’s second lab facility in Canada and will create new skilled jobs for Saint John.

An industry leader in global medical cannabis, Nuuvera operates in many countries around the world.

“Our extensive international operations make us uniquely positioned to understand global supply and demand pressures before they become highly problematic which ensures we can serve patients’ needs. We are committed to delivering premium quality, reliable and consistent supply at a competitive price.” said Nuuvera CEO, Lorne Abony.

The Saint John laboratory will produce cannabis products for New Brunswick, for Canada, and for the rapidly growing global market that Nuuvera services.

Abony continued, “Premier Brian Gallant has been a true thought leader and incredibly proactive in understanding the importance and potential of the cannabis industry for New Brunswick and Canada specifically, and for the world generally. We are delighted to have chosen Saint John as the location for this very important lab and to have worked closely with Opportunities New Brunswick to make this facility happen. The cannabis industry represents a tremendous opportunity for New Brunswick to develop a world-class ecosystem to support premium quality cultivation, production and research and development.”

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

- 30 -

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.