



NUUVERA ENTERS INTO MARKETING AND COMMUNICATIONS PARTNERSHIP WITH VENTURE

Toronto (January 10, 2018) – Today Nuuvera Inc. (“Nuuvera”) (TSXV : NUU) announced that it has entered into a marketing and communications partnership with Venture, a marketing agency owned by one of Canada’s best-known entrepreneurs, Arlene Dickinson.

After conducting a national, competitive agency review, Venture was chosen for its demonstrated ability to build successful brands. Nuuvera will work with Venture’s strategic and creative experts to build the company’s global brand, and to launch the company and its products across the globe.

Lorne Abony, the CEO of Nuuvera, said Venture’s focus on helping entrepreneurs build global brands made the two companies a perfect match.

“Nuuvera is building a global company for an emerging industry, with emerging markets so we were looking for an agency that can build a global brand based on Canadian principles,” said Abony. “It only made sense for us to work with Arlene Dickinson, one of Canada’s top marketers.”

Dickinson said she and her team are excited to help Nuuvera lead the global medical cannabis market, and Canada’s forthcoming recreational market.

“Canada is blazing the way in this fast-evolving market,” said Dickinson. “With its mission to lead industry innovation by creating high quality, consistent and safe products, Nuuvera is perfectly positioned to capitalize on the opportunity—in Canada and around the world.”

Dickinson said the strength of the Nuuvera team, led by Abony, demonstrates the company’s commitment to success.

“This is a global dream team, full of intelligent, passionate and driven entrepreneurs,” said Abony, “We are excited to have a key partner that shares an entrepreneurial approach to marketing, and will help build on our success.”

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

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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 Pharmaceuticals Inc., Nuuvera holds a Dealer Licence (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.

About Venture

Venture is a marketing communications firm whose purpose is to help Canadian companies become globally respected brands. In business since 1988, the firm has evolved into a specialized strategic and creative organization that partners with its clients to drive business results through communication excellence. For 30 years Venture has developed its reputation by building, refining and rebooting the brands of some of Canada's best-known companies. Venture was awarded Canada's 50 Best Managed Companies by Deloitte. Venture is owned by Arlene Dickinson, one of Canada's top entrepreneurs.

Nuuvera Engages Trapeze Group for Market Making Services

Nuuvera has retained Trapeze Capital Corp. of Toronto, Canada to provide market-making services in accordance with TSX-V policies. Under the terms of their agreement (the "Agreement"), Trapeze will receive cash compensation of \$5,500 per month and will not receive any common shares or options of Nuuvera as compensation. Trapeze does not currently own any securities of Nuuvera, however, Trapeze and its clients may acquire a direct interest in the securities of Nuuvera. Nuuvera and Trapeze are unrelated and unaffiliated entities, and the principals of Trapeze are Herb Abramson, Randall Abramson and Adam Abramson. Trapeze is a member of the Investment Industry Regulatory Organization of Canada, a participating organization of TSX and a member of TSX-V. The capital and securities required for any trade undertaken by Trapeze as principal will be provided by Trapeze. The Agreement is for an initial term of 180 days, with automatic renewals for a further 180 days unless terminated.

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.