TECHNOLOGIES INC.

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News Release
July 18, 2017

TSX-V: THP

CORPORATIONS FOR U.S. MARIJUANA AND BLOCKCHAIN / CRYPTOCURRENCY BUSINESS OPPORTUNITIES CREATED FOR TOTALLY HIP SHAREHOLDERS

Vancouver, BC – July 18, 2017 – Totally Hip has been analyzing business opportunities resulting from ongoing legislative movement toward legalizing/ decriminalizing marijuana for medicinal and recreational use in Canada, various States such as Colorado, Washington and California, and elsewhere.

Blockchain/ cryptocurrency technologies and secured transaction/ authentication processing and other business opportunities have also been identified and analyzed by Totally Hip.

Totally Hip is pleased to announce that it has determined it is in the best interests of Totally Hip and Totally Hip's shareholders to take steps to pursue and participate in some of these potential business opportunities.

U.S. MARIJUANA OPPORTUNITIES

More than two dozen American States are moving to decriminalize and/or legalize marijuana. Totally Hip has been approached by several groups with appealing projects for the benefit of Totally Hip and Totally Hip's shareholders.

Totally Hip values its listing on the TSX Venture Exchange while recognizing the current necessity of listing on the Canadian Securities Exchange as a precondition of Canadian publicly traded corporations investing in the U.S. marijuana based business opportunities for the benefit of Totally Hip's shareholders.

BLOCKCHAIN / CRYPTOCURRENCY TECHNOLOGIES

Blockchain theory is rapidly achieving general acceptance with blockchain/ cryptocurrency technologies moving toward commercialization. Totally Hip recognizes transformative business opportunities will be available to entities able to focus and adapt quickly to investigate and enter this emerging market with access to crowd funding.

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CREATION OF CORPORATIONS

In order to move forward with these special opportunities, Totally Hip has now resolved to create special purpose corporations to facilitate potential going public transactions on the Canadian Securities Exchange for U.S. corporate marijuana businesses within applicable laws and regulations, for commercialization of blockchain/ cryptocurrency technology for secured transaction/ authentication processing, and other opportunities.

Totally Hip is incorporating British Columbia companies (the "Corporations") to be spun out to Totally Hip's shareholders pursuant to a court approved Statutory Plan of Arrangement pursuant to the *Business Corporations Act* of British Columbia. Each shareholder of Totally Hip would receive a pro rata interest in each Corporation, while retaining their Totally Hip shareholdings. Upon completion of the arrangement, it is anticipated that each Corporation will be a reporting issuer in the Provinces of British Columbia and Alberta. Each Corporation would then pursue identified opportunities.

Further information regarding the Plan of Arrangement and each Corporation will be set forth in future news releases and in the Totally Hip management information circular prepared in connection with the special meeting of Totally Hip shareholders to approve the arrangement. Completion of the arrangement will be subject to approval of the Supreme Court of British Columbia, the shareholders of Totally Hip and acceptance for filing by the TSX Venture Exchange.

BENEFITS

Expected benefits to Totally Hip shareholders include becoming shareholders of the Corporations, which are anticipated to be able to individually acquire and invest in legal U.S. marijuana-based business opportunities in a State with others seeking blockchain/ cryptocurrency and secured transactions/ authorization and other business opportunities. Shareholders of these new Corporations will also be able to elect to participate in subsequent strategic financings in each Corporation not otherwise available to investors.

Totally Hip is in a unique situation to undergo this spinout of reporting issuer Corporations.

Totally Hip has invested in preparing for possible spinouts of subsidiaries and subsequent listing on Canadian stock exchanges since at least 2010. Totally Hip's benefits include recapture of all prior investments in divestitures by plan of arrangement and all costs associated with and

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accruing through the Plan of Arrangement process, together with a success fee on the listing of each Corporation on an Exchange. Totally Hip will not incur costs associated with the Plan of Arrangement. Totally Hip will also profit from fees for advice, services and assistance. Totally Hip will not own an interest in Corporations with U.S. marijuana-based business interests, and will continue to be listed on the TSX Venture Exchange following completion of the Plan of Arrangement.

PLAN OF ARRANGEMENT PARTICULARS

Under the Plan of Arrangement, Totally Hip will first reorganize its share capital by exchanging with its shareholders all old common shares, currently issued and outstanding, for two new separate classes of shares. In exchange for the old common shares, each shareholder will receive new common shares and new preferred shares of Totally Hip on a pro-rata basis. Subsequent to the reorganization of share capital, each shareholder's preferred shares will be redeemed in exchange for common shares of the Corporations.

Creation of Totally Hip shareholder owned Corporations through the Plan of Arrangement will create corporate opportunities for Totally Hip shareholders, as of the record date, to participate in the unique requirements of the advancing U.S. marijuana industry.

The rapid surge toward general acceptance and commercialization of blockchain/ cryptocurrency theory presents a remarkable, transformative business opportunity. Totally Hip anticipates business opportunities will quickly manifest. Totally Hip's shareholders can participate through the Corporations.

At present no definitive business transaction documentation has been entered into and no particular business has been identified. Potential transactions would be subject to due diligence, execution of definitive transaction documentation and shareholder and Exchange approval, if applicable. Any subsequent stock exchange listing of a Corporation will require approval of the Canadian Securities Exchange, the TSX Venture Exchange or other securities exchange. At present no such listing has been applied for.

Totally Hip will provide further information on the creation of the Corporations, and Plan of Arrangement, including the record date, shortly.

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For further information on investor or corporate matters please email totallyhip2@gmail.com.

TOTALLY HIP TECHNOLOGIES INC.

Per: *"Anthony J. Beruschi"*

Anthony J. Beruschi, President

Symbol: THP-TSX Venture Exchange
12g3-2(b): 82-4556

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Caution Regarding Forward-Looking Statements – This news release contains certain forwardlooking statements, including statements regarding the business and anticipated financial performance of the Company, including with respect to identification of potential business opportunities, completion of the arrangement, the entering into of definitive business transaction documentation and completion of a subsequent business transaction, receipt of Totally Hip shareholder approval, receipt of TSX Venture Exchange approval and approval of the Supreme Court of British Columbia, completion of an application for listing of the securities of Corporation on a securities exchange and the benefits thereof. Actual results may differ materially from results contemplated by the forward-looking statements. There is no guarantee that any of the transactions and events disclosed herein will be completed as proposed or at all. Any transaction remains subject to execution of definitive transaction documentation, approval of Totally Hip shareholders, the Supreme Court of British Columbia and the TSX Venture Exchange. When relying on forward-looking statements to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and should not place undue reliance on such forward-looking statements. Totally Hip does not undertake to update any forward looking statements, oral or written, made by itself or on its behalf except as required by law.