

Beleave Sponsors Don't Drive Hi Campaign Aimed to Reduce Cannabis Impaired Driving

Toronto, ON – July 14th, 2017 - Beleave Inc. ("**Beleave**" or the "**Company**") (CSE: BE) is pleased to be a sponsor and supporter of the **Don't Drive Hi** campaign, a campaign aimed to reduce cannabis impaired driving. With legislation for legalizing marijuana progressing, the year-long **Don't Drive Hi** campaign is backed by prominent sponsors including advertising agency BBDO, radio stations Z103.5 and Energy 108, and safe driving advocates R.I.D.E. CHECKS and Arrive Alive DRIVE SOBER, all seriously committed to helping prevent driving under the influence of cannabis.

"Keeping our roads safe from tragedy is the focus of our **Don't Drive Hi** campaign and we are particularly grateful to Beleave for lending their support to this important initiative," said Lorne Simon, a leading safe driving advocate and founder of **R.I.D.E. CHECKS**. "Being backed by Beleave, a respected and forward-thinking company, is paramount to the success of the campaign and creating a culture where driving after consuming cannabis is never okay. Together we can spread awareness about being responsible and the devastating impact and consequences of driving drugged."

[Read more about the Don't Drive Hi campaign here](#)

"It's wonderful to see great communication, public education, and prevention initiatives like the **Don't Drive Hi** campaign, that are committed to protecting Canadians by reducing the risks associated with cannabis impairment and driving," commented Beleave CEO Dr. Roger Ferreira. "Beleave is proud to support the **Don't Drive Hi** campaign in an effort to minimize the social costs and harms attributed to cannabis-related motor vehicle collisions in Canada."

About Beleave

Beleave Inc. is a biotech company and Beleave's wholly-owned subsidiary First Access Medical Inc. ("**FAM**") is a licensed producer pursuant to the ACMPR. Beleave's purpose-built facility is in Hamilton, Ontario.

Forward-Looking Statements

This news release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. This news release includes forward-looking statements with respect to the completion of the ACMPR licensing process, meeting the requirements of the ACMPR, obtaining a license to cultivate pursuant to the ACMPR, and the start of production. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this news release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure documents, which can be found under the Company's profile on www.sedar.com.

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