



## Beleave Signs Brand Licensing Agreement with Kevin Smith & Jason Mewes

**Toronto, ON – November 7<sup>th</sup>, 2017** - Beleave Inc. ("**Beleave**" or the "**Company**") (CSE: BE; OTCQX: BLEVF) is pleased to announce that it has entered into a Brand Licensing Agreement with Kevin Smith and Jason Mewes, better known as their onscreen characters, Jay and Silent Bob. Under the agreement the Company, in partnership with Kevin Smith and Jason Mewes, will be developing various proprietary strains geared towards the recreational market which will be available under the Beleave Kannabis brand.

"We are excited to welcome Kevin and Jason to our team, their passion for the industry is something that resonates with us," commented Beleave CEO Andrew Wnek. "We look forward to working together to explore unique, outside the box business opportunities over the coming years."

Kevin Smith is a filmmaker, actor, comic book writer, author, and podcaster well known for his comedy film Clerks (1994), which he wrote, directed, co-produced, and acted in as the character Silent Bob. Jay and Silent Bob have appeared in Smith's follow-up films Mallrats, Chasing Amy, Dogma, and Jay and Silent Bob Strike Back.

"It's no secret that I'm a fan of cannabis, it helps me sleep at night and keeps my blood pressure down. I've seen cannabis drastically improve the lives of some of the closest people in my life, and believe it could be a viable alternative to the use of traditional pain killers," said Kevin Smith. "This culminating with the changing laws and perception surrounding cannabis has me very excited to team up with Beleave, a group I believe to be one of the most innovative in the Canadian cannabis space."

"It's hard for me to argue against the potential benefits that Medical Cannabis can bring. Much like the Beleave team I have a personal connection to the remedy. Now that Canada is on the verge of legalizing cannabis, I am looking forward to the opportunity to work with the scientifically focused and forward thinking team at Beleave, there's no telling what we can dream up together." said Jason Mewes.

Jason Mewes, is perhaps best known as the vocal half of the on-screen comedic duo, Jay and Silent Bob. Mewes' has reprised his role as celebrated character, "Jay," in a number of hit films. Mewes has captured audiences with rebellious banter against his unspoken other half and long-time friend, Kevin Smith (Silent Bob).

"Kevin and Jay played the quintessential stoners in a bunch of 90's comedies, but are serious about the benefits of the cannabis lifestyle," continued Beleave CEO Andrew Wnek, "It's definitely going to be fun watching them take an active role in the space while developing strains together."

### About Beleave

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

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### **Forward-Looking Statements**

*This news release contains "forward-looking information" within the meaning of applicable securities law ("forward-looking statements"). The use of any of the words "plan", "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and other similar words, or statements that certain events or conditions "may" or "will" occur are intended to identify forward-looking information. These statements are only predictions. Although the Company believes that the expectations and assumptions on which the forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. These risks and uncertainties include, but are not limited to, the Company's ability to satisfy the conditions associated with its cultivation license, the Company's ability to obtain a sales license and the related timing considerations, the availability of further financing, consumer interest in its products, competition, regulation, operational and technological risks, and anticipated and unanticipated costs and delays. Since forward-looking information addresses future events and conditions, by its very nature it involves inherent risks and uncertainties. This information 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](http://www.sedar.com).*