CSE: TGIF
FWB: 1QF
OTC: TGIFF

FRIDAY NIGHT INC. EXPANDS BRAND INTO CALIFORNIA CBD MARKET

VANCOUVER, B.C., CANADA (December 15, 2017) – Friday Night Inc. (Friday Night) (CSE: TGIF) (FWB: 1QF) (OTCQB: TGIFF) is pleased to announce that its Canna Hemp product line is now being sold to cannabis dispensaries and other retail outlets in the State of California.

Canna Hemp has received multiple purchase orders from several California retailers. This is the first step Friday Night has taken to expand its brand into the California cannabis market.

California is estimated to become one of the largest Cannabis markets in the world, as adult-use cannabis sales start in January of 2018. California is home to 40 million people and has 165 million visitors a year.

Canna Hemp's Director of Operations, Chris Rebentisch commented, "Getting our Canna Hemp brand into the California market is an important step at penetrating the rest of the USA. California is anticipated to be the hub for nationwide cannabis brands."

About Friday Night Inc.

Friday Night Inc. is a Canadian public company, which owns and controls cannabis and hemp based assets in Las Vegas Nevada. The company owns 91% of Alternative Medicine Association, LC (AMA), a licensed medical and adult-use cannabis cultivation and production facility that produces its own line of unique cannabis-based products and manufactures other third-party brands. Infused MFG, also a 91% owned subsidiary, produces hemp-based, CBD products, thoughtfully crafted of high quality organic botanical ingredients. Friday Night Inc. is focused on strengthening and expanding these operations within and outside of the state.

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Notice regarding 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. 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, inability to attract new customers in Nevada as a result of the license, the inability of the Company to take advantage of the license arrangement and various risk factors discussed in the Company's disclosure documents, which can be found under the Company's profile on www.sedar.com. Friday Night undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by law or the Canadian Securities Exchange.