

Pure Global and Velvet Announce Distribution Partnership to Reach Retailers Across Canada

TORONTO, March 20, 2019 /CNW/ - Pure Global Cannabis Inc. (TSX.V:PURE; OTC: PRCNF; FRA:1QS) ("**Pure Global**") an integrated, growth-oriented life sciences and consumer products cannabis company, through its wholly-owned subsidiary PureSinse Inc. ("**PureSinse**" or "**Company**"), a Health Canada licensed producer under *The Cannabis Act*, is pleased to announce a partnership with Velvet Management Inc. ("**Velvet**"), to be its Canadawide sales and distribution agent for its premium wellness, recreational, and craft cannabis products to be sold through provincially licensed stores and online retailers.

Velvet, a company created by the largest wine distributor in Canada, Philippe Dandurand Wines Ltd. ("Dandurand"), will serve to ensure a strong retail and brand presence for Pure Global's non-medical lines of cannabis products with provincially regulated channels. With sales teams in every province, Velvet brings a deep expertise with driving brand visibility and commercial retail presence.

Dandurand is the largest wine importer/agent in Canada, responsible for over 4 million cases or \$625 million of annual sales volume across 3,000 retail points, with the largest wine salesforce in the country. One in ten imported bottles of wine in Canada is sold by Dandurand. In operation for over fifty years, with 125 employees in Calgary, Montreal, Toronto, and Vancouver, Dandurand has won Partner of the Year for the last three years by the Liquor Control Board of Ontario ("LCBO"). The LCBO operates the Ontario Cannabis Store and will distribute cannabis to provincially licensed retailers. Velvet Management is dedicated to the cannabis sector and will duplicate the model that achieved them the number one status in the wine category.

Velvet will soon have over 40 experienced sales representatives to service the close to two thousand licensed retail locations soon expected across Canada. Velvet has established direct relationships with provincial wholesalers and retail operators in all provinces giving Pure Global's branded portfolio immediate, direct access to each point of distribution in Canada's consumer Cannabis market, with exclusivity for the premium and craft product categories.

"This is significant for our sales, distribution, and route to market strategy to expedite our reach to provincially licensed retailers," said Malay Panchal, CEO of Pure Global. "Velvet's highly professional and experienced team was an obvious choice when further asking who has the track record to make us leaders in every product category we want to enter," Panchal further added.

"This partnership is a tremendous step forward for us and provides our premium and craft brands with experienced sales and distribution teams coast-to-coast," said Ross Hendry, Vice President of Consumer Sales and Marketing. "Philippe Dandurand has proven themselves, and truly understands the relationship between brand owners, provincial representatives and retail outlets, as well as how visibility and quality drive commercial success in a unique shopping environment."

"At Velvet, we are committed to selling cannabis products of only the highest quality," said Vianney Aubrecht, President of Velvet. "Pure Global has a commitment to premium products, and we look forward to driving sales through distribution, visibility and quality. This will ultimately benefit the customer who is navigating purchase decisions in a highly regulated environment but still looking for trusted super-premium and craft cannabis products," added Aubrecht.

About Pure Global Cannabis

Pure Global Cannabis Inc. (TSX.V:PURE; OTC:PRCNF; FRA:1QS) is an innovation-based cannabis company led by experienced pharma, biotechnology, horticultural, and consumer packaged goods (CPG) experts. The Company's wholly owned subsidiary, PureSine Inc., is a licensed producer under the *Cannabis Act*. The Company's Brampton campus houses facilities for vertically farmed cultivation, R&D, extraction, manufacturing, and distribution. Pure Global will produce branded and white-labeled cannabis products for the medical, pharmaceutical, wellness, health & beauty, natural health, food & beverage, and recreational legal markets with uniquely formulated and purified concentrates. The Company is using the Canadian market as a springboard to develop and manufacture GMP-compliant cannabis products for international sale and distribution with a goal to become one of the most trusted premium international cannabis brands.

About Velvet Management

Velvet Management Inc. is a Canadian cannabis distribution company providing product sales and distribution to provincial liquor and cannabis boards across Canada. Velvet Management Inc. was created by the largest wine distributor in Canada, Philippe Dandurand Wines, the largest wine importer/agent in Canada, responsible for over 4 million cases or \$625 million of sales volume across 3,000 retail points, with the largest wine salesforce in the country. Dandurand has been in operation since 1968, with 125 employees in its Calgary, Montreal, Toronto, and Vancouver, and has won Partner of the Year for the last three years by the LCBO.

FORWARD-LOOKING STATEMENTS

This news release contains certain forward-looking statements, including, but not limited to, statements about Pure Global's future plans and intentions. Wherever possible, words such as "may", "will", "should", "could", "expect", "plan", "intend", "anticipate", "believe", "estimate", "predict" or "potential" or the negative or other variations of these words, or similar words or phrases, have been used to identify these forward-looking statements. These statements reflect management's current beliefs and are based on information currently available to management as at the date hereof.

Forward-looking statements involve significant risk, uncertainties and assumptions. Many factors could cause actual results, performance or achievements to differ materially from the results discussed or implied in the forward-looking statements. These factors should be considered carefully, and readers should not place undue reliance on the forward-looking statements. Although the forward-looking statements contained in this news release are based upon what management believes to be reasonable assumptions, Pure Global cannot assure readers that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this news release, and Pure Global assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law.

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