Lift & Co. Engages Thesis Capital Inc. for Investor Relations Services

TORONTO, Nov. 15, 2018 /CNW/ - Lift & Co. Corp. ("Lift & Co." or the "Company") (TSXV:LIFT) is pleased to announce that it has retained the services of Thesis Capital Inc. ("Thesis") of Toronto, Ontario, a leading investor relations and capital markets advisory firm servicing Canadian small cap companies across the North American markets. Thesis will provide investor relations and communication services to Lift & Co. Corp subject to TSX Venture Exchange ("TSXV") approval.

Thesis has been retained for an initial term of 12 months. The Company can terminate the agreement at any time during such term, upon one month's notice. Thesis will be paid a monthly fee of CAD$9,000 plus reasonable out of pocket expenses for its services.

The Company and Thesis act at arm's length and Thesis has no present interest, directly or indirectly, in the Company or its securities. The fee paid by the Company to Thesis is for services only.

Lift & Co. also announces the mutual termination of its investor relations service contract with LodeRock Advisors Inc.

About Lift & Co.

Lift & Co. (TSXV:LIFT) is a platform that helps Canadians explore, understand, and make better-informed decisions around cannabis, through superior information and data. Lift & Co. operates a comprehensive product-comparison resource of federally regulated cannabis products; provides customized marketing solutions and data-backed insights into consumer and product trends; and connects businesses and consumers through its digital platform, and at its leading events, the Lift & Co. Expos and the Canadian Cannabis Awards. The Lift & Co. Cannabis Retail Training Certification, developed in an exclusive partnership with MADD Canada, is available to both government and private clients. Learn more at lift.co.

About Thesis Capital Inc.

Thesis is a leading independent capital markets advisory firm catering to non-resource Canadian issuers. The Company aims to provide objective advice to public and private companies on their investor relations, communications strategy, and overall market intelligence. Thesis develops quality relationships with key stakeholders involved in the entire capital markets industry.

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 press release.

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

Although the Company has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be *as anticipated, estimated or intended.*

There can be no assurance that such forward-looking statements will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. The Company disclaims any intention or obligation to update or revise such information, except as required by applicable law, and the Company does not assume any liability for disclosure relating to any other company mentioned herein.

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For further information: Scott Campbell, Director of Communications, 647-402-4957, scampbell@lift.co; Prit Singh, Investor Relations, 905.510.7636, psingh@thesiscapital.ca

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