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Trading symbol: TSX-V: WFG News Release No. 18 - 06

Waterfront Capital elects not to proceed with Proposed Transaction with Water Street Profile Services Inc.

West Vancouver, British Columbia – October 17, 2018 – Further to its news releases dated May 3 and September 12, 2018, Waterfront Capital Corporation (the "Company" or "Waterfront Capital") announces that it has elected not to proceed with its proposed acquisition of Water Street Profile Services Inc. (the "Proposed Transaction").

In connection with the Proposed Transaction, trading of the shares of the Company had been voluntarily halted, however, the Company has requested that the voluntary trading halt be lifted, and accordingly, subject to TSX Venture Exchange approval, the Company anticipates that its shares will resume trading on Monday, October 22, 2018.

Going forward, Waterfront Capital intends to actively pursue other potential business opportunities.

In accordance with TSX Venture Policy 2.5, Continued Listing Requirements and Inter-Tier Movements, the Exchange has indicated to the Company that it does not meet Continued Listing Requirements. Therefore, effective at the opening on Monday, October 22, 2018, the Company's listing will transfer to NEX and its trading symbol will change from WFG to WFG.H.

For further information, contact Mr. Clive Shallow, Shareholder Communications, at 604-922 2030.

Waterfront Capital Corporation

"Douglas L. Mason"

Douglas L. Mason, Chief Executive Officer

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 release.