

LIVEREEL ANNOUNCES NAME CHANGE TO CORDOVACANN CORP.

TORONTO, ONTARIO, January 19, 2018 – LiveReel Media Corporation (OTCQB: LVRLF) (“LiveReel” or the “Company”) is pleased to announce that it has changed its name to “CordovaCann Corp.” and, effective January 22, 2018, will commence trading on the OTCQB under its new name. The Company’s common shares will continue to trade under the symbol “LVRLF” on the OTCQB.

“The name change to CordovaCann Corp. better reflects the Company’s current business of providing services and investment capital to the processing and production verticals of the cannabis sector,” stated Mr. Taz Turner, Interim Chief Executive Officer of the Company. He added, “We have developed a number of very exciting opportunities across multiple regulated jurisdictions and we are aiming to complete one or more of these transactions in the next few months.”

The name change does not affect the rights of the Company’s shareholders. No action will be required by existing shareholders with respect to the name change, and certificates representing common shares of LiveReel Media Corporation will not need to be exchanged.

The CUSIP and ISIN numbers assigned to the Company’s common shares under its new name will be 21864T107 and CA21864T1075, respectively.

About CordovaCann Corp.

CordovaCann Corp. (formerly LiveReel Media Corp.) is a Canadian-domiciled company focused on building a leading diversified cannabis company. CordovaCann primarily provides services and investment capital to the processing and production vertical markets of the cannabis industry.

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