

CORDOVACANN TO COMMENCE TRADING ON THE CSE

TORONTO, ONTARIO, August 3, 2018 – CordovaCann Corp. (OTCQB: LVRLF) (“CordovaCann” or the “Company”), a cannabis-focused consumer products company, is pleased to announce that the Company’s common shares will commence trading on the Canadian Securities Exchange (the “CSE”) on Wednesday, August 8, 2018 under the symbol “CDVA”. The Company’s common shares will also continue to trade under the symbol “LVRLF” on the OTCQB.

“We are extremely pleased and look forward to commencing trading on the CSE. This is an important milestone in the Company’s development and we look forward to gaining access to the capital markets in Canada to provide additional liquidity for our expanded shareholder base,” stated Mr. Taz Turner, Chairman and CEO of CordovaCann. He added, “The Company continues to pursue its mission of delivering a consistent consumer experience through consolidating existing platforms under the CordovaCann umbrella, enabling us to license and develop products on a multi-jurisdictional scale.”

To be added to the Company’s distribution list, please email cordova@kcsa.com with “Cordova” in the subject line.

About CordovaCann Corp.

CordovaCann Corp. is a Canadian-domiciled company focused on building a leading, diversified cannabis products business across multiple U.S. jurisdictions. CordovaCann primarily provides services and investment capital to the processing and production vertical markets of the cannabis industry.

Forward-looking Statements

This press release contains “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on currently available competitive, financial and economic data and management's views and assumptions regarding future events. Such forward-looking statements are inherently uncertain. The Company cannot provide assurances that the matters described in this press release will be successfully completed or occur or that the Company’s common shares will commence trading on the CSE. Actual results may differ materially from those projected as a result of certain risks and uncertainties, including but not limited to: global economic and market conditions; the war on terrorism and the potential for war or other hostilities in other parts of the world; the availability of financing and lines of credit; successful integration of acquired or merged businesses; changes in interest rates; management's ability to forecast revenues and control expenses, especially on a quarterly basis; unexpected decline in revenues without a corresponding and timely slowdown in expense growth; the Company's ability to retain key management and employees; intense competition and the Company's ability to meet demand at competitive prices and to continue to introduce new products and new versions of existing products that keep pace with technological developments, satisfy increasingly sophisticated customer requirements and achieve market acceptance; relationships with significant suppliers and customers; as well as other risks and uncertainties, including but not limited to those detailed from time to time in the Company's public filings on EDGAR and SEDAR. The Company undertakes no obligation to update information contained in this press release. For further information regarding risks and uncertainties associated with the Company's business, please refer to the risks and uncertainties detailed from time to time in the Company's EDGAR and SEDAR filings.

The press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of Company securities in any state in which the offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such state.

Investor Contact:

Phil Carlson / Elizabeth Barker

KCSA Strategic Communications

cordova@kcsa.com

(212) 896-1233

Media Contact:

Anne Donohoe

KCSA Strategic Communications

adonohoe@kcsa.com

(212) 896-1265