



## **Tinley Appoints Entertainment Exec Curt Marvis and Expands Dispensary Placements**

**FOR IMMEDIATE RELEASE**

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June 18, 2018: SANTA MONICA, California and TORONTO, Ontario - The Tinley Beverage Company Inc. (the "**Company**" or "**Tinley**") is pleased to announce that it has appointed Curt Marvis to its board of directors. The Company has also released its cannabis margarita to a broader base of dispensaries following a successful initial commercial test.

### **Appointment of Curt Marvis to Board of Directors**

Curt Marvis is a Los Angeles-based, internationally-recognized digital media pioneer and entrepreneur. He is an MTV lifetime achievement award recipient and has served on numerous boards including CinemaNow, JumpTV (now Neulion, TSX:NLN, OTC:NEUL), and QYOU (TSXV:QYOU, OTC:QYOUF). He is presently the CEO and Co-Founder of QYOU, a Los Angeles and Toronto-based, millennial-focused, next-generation media company with distribution in 35 countries on 6 continents. Mr. Marvis previously served as President of Digital Media at Lionsgate Entertainment (NYSE:LGF.A), where he helped guide the company's broad spectrum of digital distribution agreements. Additionally, while at Lionsgate Mr. Marvis successfully launched original content channels, series and games in partnership with YouTube, Hulu and Machinima. Prior to joining Lionsgate, Mr. Marvis was Co-Founder and CEO of CinemaNow, a recognized innovator in digital entertainment technology and distribution. Mr. Marvis also served as President of publicly-held game developer 7th Level, and he helped lead their successful restructuring into delivery of web-based technology applications with partners from Microsoft to Bandai. Mr. Marvis also co-founded and served as CEO of The Company, an award winning and highly successful production company for music videos, concerts and commercials. He graduated with honors from UCLA with a BFA in Motion Picture and Television Production.

"With products on an increasing number of dispensary shelves and Phase 1 bottling infrastructure in place, Tinley's focus now includes marketing and awareness. Curt's experience and relationships in the entertainment and overall creative industries experience, with a particular focus on millennials, will further enhance Tinley's ability to target key consumer segments," said Jeff Maser, CEO of Tinley.

### **Expansion of Dispensary Placement and Operational Update**

After a successful commercial trial with its initial dispensary launch partner, the Company has released its cannabis margarita product for broader commercial distribution. The product is now on shelves in dispensaries in the County of Los Angeles and Orange County, as well as available for home delivery throughout both counties, wherever such deliveries are permitted. The product has received positive

reviews in two nationally-recognized consumer publications and the Company is now launching comprehensive in-store demonstration, staff education, and merchandising programs.

The Company has elected to internalize certain functions of the supply chain that had previously been outsourced for production of the '27 liquor-style products. This includes certain short path distillation and other technologies that will enable the company to better control consistent solubility, onset time and other product features. The Company continues to expect a commercial release of its coconut rum, the first product in this line, in the coming weeks.

Tinley Advisory Board member Mark Benadiba, previously CEO of Cott Canada and member of Cott's global board of directors, is currently advising on Tinley's market entry into Canada. The Canadian government has indicated that the licensing structure for edibles, drinks and other infused products will take up to one year to complete after legalization of conventional flower products. As such, in the interim, the Company intends to continue to primarily focus on the California market and entry to other US states.

### ***About The Tinley Beverage Company and Hemplify***

The Tinley Beverage Company (Toronto, Canada) manufactures a line of liquor-inspired, alcohol-free, cannabis-infused beverages for use in California. Tinley also manufactures the "Hemplify®" and "Tinley™ Tonics" line of hemp extract CBD products, which are available in retail locations in California and online throughout the United States.

### ***Forward-Looking Statements***

*NEITHER THE CANADIAN SECURITIES EXCHANGE NOR ITS REGULATIONS SERVICES PROVIDER HAVE REVIEWED OR ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.*

This press release contains or refers to forward-looking information and is based on current expectations that involve a number of business risks and uncertainties. Factors that could cause actual results to differ materially from any forward-looking statement include, but are not limited to, delays in obtaining or failures to obtain required governmental, environmental or other project approvals, political risks, uncertainties relating to the availability and costs of financing needed in the future, changes in equity markets, inflation, changes in exchange rates, fluctuations in commodity prices, delays in the development of projects and the other risks involved in the mineral exploration and development industry. Forward-looking statements are subject to significant risks and uncertainties, and other factors that could cause actual results to differ materially from expected results. Readers should not place undue reliance on forward-looking statements. These forward-looking statements are made as of the date hereof and the Company assumes no responsibility to update them or revise them to reflect new events or circumstances other than as required by law.

Products and formulations outlined herein are subject to change at anytime.

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