



Tinley Appoints Media Veteran Douglas Fulton to Board of Directors

FOR IMMEDIATE RELEASE

***THIS NEWS RELEASE IS NOT FOR
DISSEMINATION IN THE UNITED STATES OR
TO U.S. PERSONS.***

January 31, 2019: Santa Monica, California - The Tinley Beverage Company Inc. (the “**Company**” or “**Tinley**”) is pleased to announce the appointment of Douglas Fulton to the Board of Directors.

Mr. Fulton is a Los Angeles-based, European Emmy Award-winning television executive and consumer lifestyle products entrepreneur. Via his advisory firm, Seaside International, Mr. Fulton also acts as an advisor to the US State Department, IREX and other government-related groups internationally. Most recently, he co-founded L.A. Christine, a manufacturer of premium, all-natural skin care products. Previously Mr. Fulton served as President of Entertainment with Dave Networks, where he created enterprise partnerships with MGM, CBS, ABC and Disney. As SVP, Europe for SBS Broadcasting, Europe’s second-largest broadcast group, he launched Europe’s first private broadcast channels. He also served as SVP, Europe for Jump TV (now NeuLion), where he helped pioneer the first worldwide, live-streaming television channels. He has been featured in Time Magazine, Hollywood Reporter and C21.

The addition of Mr. Fulton enhances the Company’s relationships in the Los Angeles entertainment industry as well as in the premium, female-oriented cosmetics industries. These afford the Company additional access to unique opportunities for marketing and exposure for the Company’s beverage products. The addition also enhances the independence of the Company’s board, as well as furthers the migration of the Company’s board and officers to California, which the Company believes will continue to be its largest market, even as it expands into other jurisdictions in the USA, Canada and internationally.

“Tinley is building the most robust cannabis beverage infrastructure I’ve encountered, and cannabis beverages themselves have become a ‘white hot’ area of interest for consumers, celebrities and major CPG companies here in Los Angeles,” said Mr. Fulton.

“For the past 30 years, Doug has always been a pioneer in explosive growth categories, notably in the emerging media and consumer lifestyle industries. His entrepreneurial spirit and wealth of contacts in LA, across the USA and internationally will greatly enhance Tinley’s marketing to consumers from a broad variety of demographics and geographies,” said Curt Marvis, director of Tinley.

Upon Mr. Fulton joining the board, he was awarded 250,000 options to purchase shares at an exercise price of \$0.58. The options vest quarterly over 3 years, with expiration in 5 years.

About The Tinley Beverage Company

The Tinley Beverage Company (Santa Monica, California) created the Tinley™ Tonics, Tinley™ '27 and Hemplify® line of cannabis and hemp CBD beverages. The Hemplify® CBD beverages are available in mainstream stores in California, while the Tinley™ Tonics and Tinley™ '27 line of liquor-inspired, alcohol-free, cannabis-infused beverages are available in dispensaries throughout the State. The Company is also building a 20,000 square foot cannabis beverage manufacturing and distribution facility in Long Beach, California.

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, formulations and timelines outlined herein are subject to change at any time. All figures CAD unless otherwise indicated.

For further information on The Tinley Beverage Company, please contact:

The Tinley Beverage Company Inc.

3435 Ocean Park Blvd. #107

Santa Monica, CA 90405

(310) 507-9146

info@drinktinley.com

Twitter: @drinktinley

Instagram: @tinleybeverage

www.drinktinley.com

OTCQX:TNYBF CSE:TNY