



Liberty Leaf's 'Signature Cannabis Retail' Appoints Michael Barcellona - Director of Retail Operations

VANCOUVER, Aug. 2, 2018 /CNW/ - **Liberty Leaf Holdings Ltd. (CSE: LIB) (OTCQB: LIBFF) (FSE: HN3P)** (the "**Company**") is pleased to announce the appointment of Michael Barcellona as Director of Operations at Liberty Leaf's Signature Cannabis Retail Ltd. ("Signature Cannabis").

Signature Cannabis is the retail division and a wholly-owned subsidiary of Liberty Leaf, with an operational network slated to include flagship stores, as well as corporate-owned satellite stores, joint-venture partner operations and online e-commerce dealer networks.

Mr. Barcellona has been at the forefront of the evolving cannabis industry for 20 years and is familiar with all aspects of the cannabis industry. Known for his business acumen and retail expertise, he has wide-ranging relationships in the industry, which will be key to the success of the enterprise.

Previously, he served as Director of Grow Operations in a privately-held MMAR facility. In this capacity, he secured leases, procured equipment, implemented and oversaw all aspects relating to cultivation operations.

Michael brings many years of experience in retail including the cannabis industry, in addition to having served as President of the Greatful Med Cannabis Society, a licensed medicinal cannabis retail operation in the City of Vancouver, B.C., Canada.

In conjunction with this activity, he serves as a cannabis buyer on behalf of the company, is responsible for quality control of the product, and most importantly has developed 5-star rated reviews for customer service, product knowledge and consumer education.

The Experience and the Expertise to Help Launch & Manage Signature Cannabis Retail.

"As Director of Retail Operations, Michael will lead and represent Liberty Leaf - Signature Cannabis Retail - in all aspects relating to its cannabis retail business rollout," said Will Rascan, President and CEO of Liberty Leaf. "Michael has the experience and the expertise to help launch and manage this remarkable enterprise successfully over the coming years."

Mr. Barcellona's many responsibilities include helping to secure retail locations and partners, developing Human Resources policies, working with wholesalers to ensure the availability of high quality products, staying current with all new legislation in the cannabis space and more.

"Liberty Leaf is establishing itself at a time when the cannabis market enters a transformational change into legal adult use and a period of dramatic growth and opportunity. I am impressed with the team and very gratified to take on these new responsibilities with Liberty Leaf - Signature Cannabis Retail," Mr. Barcellona said. "I look forward to contributing to making it a resounding success."

Further, the Company has issued an aggregate of 2,575,000 incentive stock options (the "Options") to officers, directors and consultants of the Company. The Options are exercisable at \$0.245 per share. 2,000,000 are valid for a period of two years from the date of grant, expiring on August 1, 2020. 575,000 are valid for a period of one year from the date of grant, expiring on August 1, 2019. The Options have been granted under and are governed by the terms of the Company's incentive

stock option plan. Options issued to directors and officers will be subject to a four month and one day hold period.

About Liberty Leaf

Liberty Leaf Holdings Ltd. is a Canadian-based, public company whose focus is to build and support a diversified portfolio of cannabis-sector businesses, including cultivation, processing, value-added CBD/THC pet products and supply-chain products within this dynamic and fast-growing sector.

Liberty Leaf's late-stage ACMPR portfolio consists of a 60% interest in Just Kush and 100% of North Road Ventures. The company has launched its Signature Cannabis Retail division, an enterprise that is expected to roll out across Canada, bringing recreational cannabis to market for consumers.

On Behalf of the Board

Will Rascan, President & CEO

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For further information: on the Company please visit <https://www.libleaf.com> or email info@libleaf.com.

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