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GRF - (CSE)
39N - (Frankfurt)

FOR IMMEDIATE RELEASE

MATICA INITIATES TESTING ON ITS GLOBALEX CHLORINE DIOXIDE TABLETS FOR USE IN THE MARIJUANA AND INDUSTRIAL HEMP INDUSTRIES

July 25th, 2014 – Toronto, Ontario – Matica Enterprises Inc. (GRF: CSE) (39N: Frankfurt) (“Matica” or the “Company”) is pleased to announce the commencement of testing on its exclusive GlobalEx effervescent chlorine dioxide tablets for use in the Canadian and U.S. horticultural and agricultural industries. Matica intends to utilize these cutting-edge chlorine dioxide tablets in the quickly expanding medical marijuana and industrial hemp industries for the elimination of mold, bio-film and pests in controlled growing facilities, eliminating the need for harmful or Health Canada-restricted pesticides. The company anticipates results from initial tablet testing shortly.

According to Health Canada (MMPR) guidelines, medical marijuana must not be treated before, during or after the drying process with a pest control product that has not been approved. Matica and ChroniCare Canada Corp. have acquired medical marijuana plants that have been specifically infected with spider mites, a common pest associated with marijuana plants, for the purposes of conducting controlled trials using the GlobalEx chlorine dioxide tablets. Matica's goal is to create a cleaning regiment for controlled marijuana growing operations in order to eliminate the need for harmful pesticides and to become certified by Health Canada as the product of choice for all marijuana growers. Matica's GlobalEx chlorine dioxide tablets are fully tested and certified by NSF ensuring that every aspect of the tablets development and usage complies with strict standards and procedures.

Matica CEO and Chairman, Boris Ziger states: "These trials are an important step not only for Matica and ChroniCare but for all medical marijuana growers. These GlobalEx chlorine tablets have the potential to revolutionize marijuana industry growing standards. Matica anticipates that the completion of its due diligence and signing of a definitive agreement with ChroniCare shortly."

As previously announced on June 18, 2014, Matica has entered into a non-binding letter of intent with ChroniCare Canada Inc., a private company based in Mississauga, Ont., which has been producing medical marijuana under the marijuana medical access regulations license since 2012. ChroniCare and Matica intend on applying for and becoming licensed under the new marijuana for medical purposes regulations (MMPR) shortly.

Joe Lu of ChroniCare states: "The potential of these exclusive chlorine dioxide tablets for the medical marijuana industry is tremendous and could quickly become an industry standard. ChroniCare is now conducting thorough testing on behalf of Matica at the ChroniCare medical marijuana growing facilities and we are confident that we will meet and exceed the high standards put forth by Heath Canada under the Pest Control Products Act for use on marijuana for medical purposes."

Medical marijuana is grown in very humid conditions that can force licensed producers (LP) to contend with fungus, pests, mold and bio-film (a living complex of organic and inorganic components that becomes established on surfaces that are in regular contact with water). As such, a sanitation program for the growing facility is of the utmost importance. The company's chlorine dioxide tablets eliminate

sources and transfers of harmful pathogens and attacks bio-film that form on equipment. Surfaces such as pressurized irrigation lines, non-pressurized recirculation system return lines, holding tanks, mixing tanks and containment vessels are prone to bio-film.

Chlorine dioxide is a chemical compound with the formula ClO₂ and is used in industrial disinfection in varying formats. It's a powerful oxidizer that has been used for a wide range of purposes, this including effectiveness to eliminate many common insects by disinfecting and sanitize the growing environment, Matica plans to use these chlorine dioxide tablets in medical marijuana grow operations to prevent commonly found spider mites and study its effectiveness with a strict quality standards. Matica hopes to develop a branded product and process which would become the industry standard for growers of medical marijuana.

About ChroniCare Canada

ChroniCare Canada is a privately financed corporation specializing in the field of health care. ChroniCare Canada was formulated to provide a more natural alternative to pain medication while continuing its research on other medicinal properties found in marijuana plants. Based in Toronto, ChroniCare is positioned to be the leader in healthy genetics of various strains of medical marijuana. ChroniCare plans to breed and modify new and existing strains to determine the best use for pain management. With its innovative thinking and dedicated approach to providing effective pain relief, ChroniCare is setting the bar for a new standard in medicinal use of marijuana and its healing properties.

About Matica Enterprises Inc.

The Company will continue to explore options in the medical marijuana and industrial hemp industries. While pursuing alternative projects, Matica will also continue to conduct exploration on its resource projects. Matica has graphite projects in Buckingham, Quebec. Buckingham is an historic graphite producing area which has been the scene of renewed exploration activity. Matica trades on the CSE under the symbol GRF. For more information on Matica visit the website at www.maticaenterprises.com.

On behalf of the Board of Directors
MATICA ENTERPRISES INC.

Boris Ziger

Boris Ziger, CEO & Chairman

The Company's filings are available for review at www.sedar.com and www.thecse.com.

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Cautionary Note Regarding Forward-Looking Statements

Certain information in this press release may constitute forward-looking information. This information is based on current expectations that are subject to significant risks and uncertainties that are difficult to predict. Actual results might differ materially from results suggested in any forward-looking statements. The Company assumes no obligation to update the forward-looking statements, or update the reasons why actual results could differ from those reflected in the forward looking-statements unless and until required by securities laws applicable to the Company. Additional information identifying risks and uncertainties is contained in the Company's filings with the Canadian Securities Regulators, which filings are available at www.sedar.com and www.thecse.com.