



...For a Better World

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FOR IMMEDIATE RELEASE

**MATICA APPOINTS NEW VP CORPORATE DEVELOPMENT
AND WELCOMES RETURNING BOARD MEMBER**

March 16, 2017 – Toronto, Ontario – Matica Enterprises Inc. (MMJ–CSE) (39N – Frankfurt) (MQPXF – OTC PINK) (“Matica” or the “Company”) wishes to announce new additions to the Matica team as the Company moves forward with a new medical marijuana project that the Company has signed. Matica announced earlier this week (NR March 13, 2017) that the Company signed a letter of intent (“LOI”) to earn a 70% interest in a late stage applicant under the Access To Cannabis For Medical Purposes Regulation (“ACMPR”).

We are pleased to welcome Mr. Donald Shaxon to the Matica team in the position of Vice President of Corporate Development. Mr. Shaxon brings 23 years of experience in the capital markets, as well as extensive knowledge of the cannabis industry, being involved in the Medical Marijuana sector since 2007. As Corporate Development Manager with Cannabis Science Inc., the first public company in North America dedicated to the marijuana industry, he helped build the company from a small cap company into an industry leader with a market cap that topped \$100 million. Since then, he has been involved largely in the Canadian ACMPR Program. Mr. Shaxon is the founder and a partner in AAA Heidelberg, an 8,800 sq/ft ACMPR applicant. He also oversaw the formation of a 75,000sq/ft, 10,000kg ACMPR application in Burlington Ontario. Mr. Shaxon has been on the advisory boards of and has worked with licensed producers. His knowledge and experience will assist Matica in accomplishing our goals.

Changes to Board of Directors

We are also very pleased to have Mr. Charn Deol, PhD, return to the Board of Directors after a hiatus from the board, for personal reasons. Mr. Deol is a physiological psychologist by profession, having earned a M.A. in psychology from UBC and a PhD in counseling psychology from Columbia State College and is a long time proponent of medicinal marijuana. Mr. Deol also has over 30 years of experience in the financial markets. He has served on both private and public company boards.

Matica also announces the resignation of David Lee as a director of the Company. Mr. Lee served on the board of directors for many years. We wish him all the best in his future endeavours.

Granting of Stock Options

Matica also wishes to announce the issuance of 6,800,000 stock options to various directors and consultants of the Company. Included in the number of options issued are 1,500,000 options to two Directors and one officer and, 5,300,000 to five consultants to the Company. The options are exercisable at a price of \$0.045 per share for a period of up to 2 years from the date of grant.

For more information on Matica please visit the website at: www.maticaenterprises.com.

On behalf of the Board of Directors

MATICA ENTERPRISES INC.

/s/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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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 Corporation assumes no obligation to update the forward-looking statements, or to 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 Corporation. Additional information identifying risks and uncertainties is contained in the Corporation's filings with the Canadian securities regulators, which filings are available at www.sedar.com.

The CSE has not reviewed, approved or disapproved the content of this press release.