



CSE: TGIF
FWB: 1QF
OTC: VPGDF

FRIDAY NIGHT INC. ANNOUNCES DR. TORRES ADVISOR AND GENETICS UPDATE

VANCOUVER, B.C., CANADA (August 11th, 2017) – Friday Night Inc. (Friday Night) (CSE: TGIF) (FWB: 1QF) (OTC: VPGDF) is pleased to announce that the Company has appointed Dr. Anthony R. Torres, MD to its board of advisors and would also like to provide an update on the genetics breeding program at the Company's 91% owned subsidiary, Alternative Medicine Association, LC. (AMA).

NEW GENETIC STRAIN

Over the past several months, AMA has been cross breeding existing strains in hopes of creating an improved cannabis product. This time consuming and laborious process has resulted in a new product offering that only AMA will be able to provide.

One of AMA's favorite prototype plants from the genetics program is a strain they have created and named "Naughty Cookies". Over the last year and thousands of test plants later, AMA created the new strain by crossing the high-THC and popular 'Girl Scout Cookies' strain with the high-yielding 'Juggernaut' male. The buds are very frosty, aesthetically pleasing and dense with light purple coloration.

This week AMA received the test results for the first lot. The cannabinoid content was higher than any strain AMA had seen in the last 3 years, and the THC content came back as 34.9%. Most fortunately, AMA had the foresight to cultivate over 70 of these plants in anticipation of great results. These will be flowered during the next growing cycle and so far are yielding over 2 pounds per light of dried flower.

The creator of this strain and Director of Operations, Mr. Ben Horner said, "This gives us a competitive edge in a market which we now control. When new cultivators come on board, we will be the only producer with this strain. I feel it will inevitably become a favorite in Las Vegas."

NEW ADVISOR TO THE COMPANY

Anthony R. Torres, M.D. with training at the National Institutes of Health, Yale University School of Medicine and the University of Utah, has considerable experience in the separation sciences of biological molecules. Anthony is widely published and has made a career not only in university research, but also in the biotechnology field including protein enrichment and advance separation processes. He is an inventor and owns several patents in the field. He is not new to the world of start-up companies and continues to be a pioneer in biotechnology. He also brings a deep understanding of the cannabis plant and its molecular structure.

Dr. Torres commented, "I am very interested in applying traditional laboratory processes to the rapidly developing field of molecular cannabis. I believe that there are many positive applications for the

natural benefits of this plant in modern medicine and that it has the potential to help hundreds of thousands, perhaps even millions of people.”

About Friday Night Inc.

Friday Night Inc. is a Canadian public company, which owns and controls cannabis and hemp based assets in Las Vegas Nevada. The company owns 91% of Alternative Medicine Association, LC (AMA), a licensed medical and adult-use cannabis cultivation and production facility that produces its own line of unique cannabis-based products and manufactures other third-party brands. Infused MFG, also a 91% owned subsidiary, produces hemp-based, CBD products, thoughtfully crafted of high quality organic botanical ingredients. Friday Night Inc. is focused on strengthening and expanding these operations within and outside of the state.

For further information please contact:

Joe Bleackley, Corporate Communications

604-674-4756

Joe@FridayNightInc.com

Notice regarding Forward Looking Statements: This news release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. This news release includes forward-looking statements with respect to the entering into a definitive agreement, the future exercise of the option regarding the vape lounge and the regulatory environment in Canada. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this news release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including failure to enter into a definitive agreement, inability to attract new customers in Nevada as a result of the license, the inability of the Company to take advantage of the license arrangement and various risk factors discussed in the Company's disclosure documents, which can be found under the Company's profile on www.sedar.com. Friday Night undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by law or the Canadian Securities Exchange