



CSE: TGIF  
FWB: 1QF  
OTC: VPGDF

## **FRIDAY NIGHT INC. PROVIDES UPDATE ON ALCOHOL PORTFOLIO**

**VANCOUVER, B.C., CANADA (September 14<sup>th</sup>, 2017)** – Friday Night Inc. (Friday Night) (CSE: TGIF) (FWB: 1QF) (OTC: VPGDF) is pleased to provide an update on its minority interest holdings, “Bellissima” Prosecco & “Bivi” Vodka.

It was announced yesterday by the majority owner of these interests that Bellissima Prosecco is now approved to be sold in the Publix Supermarket Chain. Publix is the largest employee-owned grocery chain in the United States, consisting of over 1,150 stores, and is one of the top 10 largest-volume supermarket chains in the country. Additionally, Bellissima Prosecco and Sparkling Wine including the Zero Sugar brand will be the featured sparkling drink for Publix "Ad Week" on December 28<sup>th</sup>, right into the New Year, featuring Bellissima prominently in all their circulars and in store advertising. The brand is estimated to surpass a benchmark of 100k cases this year and Bellissima Prosecco is projecting revenue for the 4th quarter to significantly surpass the first 3 quarters combined.

Bellissima Prosecco also announced that negotiations are well underway with a major distributor to bring their line of Certified Organic, Certified Vegan, Gluten Free Prosecco, as well as Zero Sugar, Zero Carb and Rose Sparkling wines to the markets of Australia and New Zealand. Bellissima hopes to have this deal finalized in the next few weeks.

In addition, Bivi Vodka, a premium brand of fine Sicilian craft vodka will be announcing a new distribution partner.

Friday Night Inc. currently holds an 8% interest in both Chazz Palminteri’s Bivi Vodka LLC. and Christie Brinkley’s Bellissima LLC. Friday Night Inc. also holds the rights to acquire interest up to 15% for both Bivi LLC. and Bellissima LLC.

Friday Night Inc. President and CEO, Brayden Sutton commented, “We are pleased to hold a minority interest in these two strong brands that continue to show exceptional growth. They complement our portfolio and I enjoy the fact that they do not consume any of our resources, but provide all of the upside, while we focus 100% on our Nevada cannabis expansion.”

### **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.

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**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 of the co-owners of these liquor brands to carry out their duties and obligations, the failure of the liquor brands to attract customers and the changing tastes of the market for these products and various risk factors discussed in the Company's disclosure documents, which can be found under the Company's profile on [www.sedar.com](http://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