



CSE: TGIF  
FWB: 1QF  
OTC: VPGDF

## **FRIDAY NIGHT INC. SUBSIDIARY, AMA SIGNS EXCLUSIVE LICENSE WITH KURUPT**

**VANCOUVER, B.C., CANADA (September 29<sup>th</sup>, 2017)** – Friday Night Inc. (Friday Night) (CSE: TGIF) (FWB: 1QF) (OTC: VPGDF) is pleased to announce that the Company has entered into an exclusive licensing transaction with legendary hip-hop artist, Kurupt.

Kurupt is one of the most influential hip-hop artists in the business, having served as the Executive Vice President of Death Row Records, and was instrumental in the early careers of some of the biggest names in that genre, from 2Pac and Warren G to Dr. Dre and Snoop Dogg.

On September 15<sup>th</sup>, 2017, the African American Brand granted exclusive rights to Alternative Medicine Association, LC. to grow, process and distribute “The Real Kurupt’s MoonRock” in Nevada.

Herb.com described Kurupt’s MoonRock as the “Strongest Cannabis on Earth.” The Real Kurupt’s MoonRock team has mastered a powerful formula that will now be available in the Las Vegas market, exclusively through Alternative Medicine Association, a Friday Night Inc. company.

“We are excited to announce our partnership with AMA in Las Vegas. Our goal has always been to provide the best product at the best price with the highest level of integrity and quality. Partnering with AMA gives us the unique opportunity to be able to do just that”, stated a representative for Kurupt.

The agreement is comprised of a two-year, renewable, exclusive manufacturing, sales and distribution license for the State of Nevada. The arrangement allows for cross-marketing from both the Kurupt and AMA brands by each marketing team.

Ben Horner, AMA’s Director of Operations stated, “I am elated to have this relationship. To team-up with the legendary Kurupt and his products is an amazing opportunity for us to increase our brand awareness nationwide and for Kurupt to go mainstream in Nevada via the super-active Las Vegas market.”

### **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. 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, 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](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.