



1933 INDUSTRIES ENGAGES CB1 CAPITAL AS STRATEGIC BUSINESS ADVISORS

VANCOUVER, B.C., CANADA (February 19, 2019) – 1933 Industries Inc. (the “Company” or “1933 Industries”) (CSE: TGIF) (OTCQX: TGIFF) (FWB: 1QF), a licensed cultivator and producer of cannabis flower and concentrates and manufacturer of hemp-derived CBD wellness products, is pleased to report that it has engaged CB1 Capital Advisors LLC, a New York-based advisory firm focusing on health and wellness through cannabinoids, as strategic business advisors for a one-year term.

CB1 Capital Advisors is an advisory firm that focuses on companies in the supply chain of cannabinoid-based wellness solutions, products and therapies that have therapeutic or commercial use-cases. As an adviser focused on cannabinoid-based wellness strategies, CB1 Capital Advisors will provide strategic and business development advice to the Company, including analyzing investment and partnership opportunities.

Mr. Todd Harrison, Chief Investment Officer and Founding Partner of CB1 Capital Management, said, “We believe the cannabis industry is in the nascent stages of a multi-year efficacy-led bull market and view cannabis and hemp as ingredients for an array of end products and use-cases that include biopharmaceuticals, beverages & nutraceuticals, cosmetics & vanity and pet supplements.” He added, “We have accumulated an equity position in 1933 Industries and we look forward to working in an advisory capacity to assist the Company in evaluating and pursuing business opportunities in the United States.”

About CB1 Capital

Based in Port Washington, New York, CB1 Capital is an adviser that specializes in the supply chain of cannabinoid-based wellness solutions, products and therapies that have therapeutic or commercial use-cases. CB1 Capital Advisors is its consulting and advisory arm and CB1 Capital Management is its investment advisory business that invests in securities of companies in the cannabinoid-wellness space. Nothing contained in this release is intended as a solicitation to invest.

About 1933 Industries Inc.

1933 Industries Inc. is a vertically integrated cannabis company with operations in the United States and Canada. Operating through three subsidiary companies, 1933 Industries owns licensed medical and adult-use cannabis cultivation and production assets, proprietary hemp-based, CBD infused products, CBD extraction services and a specialized



cannabis advisory firm supporting clients in security, intelligence and due diligence. The Company owns 91% of both Alternative Medicine Association and Infused MFG. and 100% of Spire Global Strategy.

Please visit our website at <http://www.1933industries.com>

For further information please contact:

Alexia Helgason, Corporate Communications Director

604-674-4756 (ext. 1)

alexia@1933industries.com

Brayden Sutton, Director/President & CEO

604-674-4756 (ext. 1)

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

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 various risk factors discussed in the Company's disclosure documents, which can be found under the Company's profile on www.sedar.com. 1933 Industries 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.