



1933 INDUSTRIES CANNA HEMPX PRODUCTS FEATURED IN LAS VEGAS' PREMIER MMA GYM

VANCOUVER, B.C., CANADA (February 28, 2019) – 1933 Industries Inc. (the “Company” or “1933 Industries”) (CSE: TGIF) (OTCQX: TGIF), a licensed cultivator and producer of cannabis flower and concentrates and manufacturer of hemp-derived CBD wellness products, is pleased to announce that its Canna HempX™ products have been introduced at Xtreme Couture MMA, a world class mixed martial arts (“MMA”) gym and pro shop in Las Vegas, the biggest MMA city in the world.

Infused MFG. (“Infused”), a subsidiary of the Company and manufacturer of Canna HempX™ branded products, announced earlier this week the launch of a new Action Sports Division, specifically established in partnership with professional athletes to market its cannabinoid (“CBD”) sports recovery cream.

Xtreme Couture MMA is known for its stable of Pro and Amateur MMA Fighters and represents an ideal venue to feature the Company’s Canna HempX™ sports recovery cream. “Xtreme Couture MMA was the obvious outlet for Canna HempX as it has become a favorite destination for people from all over the world who strive to achieve their fitness and sports goals”, said Ms. Sarah Moras, MMA Fighter and Canna Hemp™ sponsored athlete. She added, “Xtreme Couture MMA is one of the biggest MMA gyms attracting athletes from all levels under one roof in one of the biggest fight meccas in the world. I am pleased to promote Canna Hemp™ and I hope that other fighters try the product and see their own recovery results”.

Canna Hemp™ is one of the first cannabis brands to focus on the Action Sports market within the wellness industry and has established itself as a leader in this space. With over 80 SKUs and new products introduced regularly, the Canna Hemp™ line of products includes Canna HempX™, Canna Paws™ and Canna Fused™.

Canna HempX™ products will be available for sale at the Xtreme Couture MMA pro shop and featured in weekly displays and special events.

About Canna HempX™

Canna Hemp X™ was named “**Best Topicals for Pain**” by Herb’s *Guide to the Best Cannabis Products on the Planet*. Canna Hemp X™ is a CBD sports recovery cream for athletes to help focus on recovery and wellness. From soothing pain, aiding with muscle spasms, healing



assistance for bruises, injuries, or arthritis relief, Canna Hemp X™ bridges the gap between recovery and top performance.

<http://www.cannahempx.com>

<https://herb.co/learn/best-cannabis-products/>

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>

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