



1933 INDUSTRIES' ALTERNATIVE MEDICINE ASSOCIATION ENTERS INTO LICENSING AGREEMENT AND STRATEGIC ALLIANCE WITH DNA GENETICS TO BRING PREMIUM CANNABIS PRODUCTS TO THE NEVADA MARKET

Globally Recognized Leader in Cannabis Genetics Selects AMA as a Partner in Las Vegas

VANCOUVER, B.C., CANADA (April 9, 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, and its subsidiary, Alternative Medicine Association (“AMA”) are pleased to announce a licensing agreement (the “Agreement”) with OG DNA Genetics, Inc. (“DNA”), a globally recognized leading cannabis brand, for the exclusive license to cultivate, manufacture, sell and distribute co-branded cannabis products for a two-year term in the State of Nevada.

DNA has developed expertise in the research and development of cannabis genetics including the breeding, growing, phenotyping and processing of cannabis. In this regard, DNA will provide specific expertise to AMA for the development of a consistent phenotype strain for the cultivation of high-quality cannabis flower in AMA’s new cultivation facility in Las Vegas. Co-branded flower and pre-rolls will be specifically certified by DNA, thus ensuring that all products meet DNA’s high certification standards.

AMA, an established producer in Las Vegas, will provide exclusive cultivation space for the licensed products as well as distribution through AMA’s growing channels to Nevada-licensed cannabis dispensaries. In addition, AMA will provide turn-key marketing and promotional services for the term of the Agreement.

For more than 15 years, genetics bred by DNA have won more than 200 awards in all categories at the most prestigious cannabis events around the world, making DNA a global standard in breeding and growing truly best-in-class strains. Such awards include the High Times ‘Top 10 Strain of the Year’, which was inducted into The High Times seedbank hall of fame in 2009, and the High Times Trailer Blazers Award, for contributions made towards uniting the fields of entrepreneurship, politics and medicine.

“We are excited for the opportunity to partner with such a world renowned brand in our new purpose-built, advanced cultivation facility. Through our strong distribution networks where our products are sold in state-wide dispensaries, AMA controls one of the largest



market shares for wholesale branded goods in the state of Nevada,” commented Mr. Chris Rebentisch, USA COO and Founder of Infused. “We will welcome DNA into our first-class platform of education, sales, and customer service. We believe that the partnership between a world-class leader in genetics and a top producer and operator will set the standard for the highest quality products available in the rapidly expanding Nevada market”.

“I just can't wait to be able to land in Vegas and get the same fire we grow at home,” said Don Morris, Co-Founder of DNA. “We have always looked at Vegas as a key market and wanted to make sure we had the right partner. With 1933's new state of the art facility and their commitment to education and quality standards, we will really be able to showcase our work and bring the very best in California cannabis to Nevada.”

About OG DNA Genetics Inc.

DNA was rooted in Los Angeles and founded in Amsterdam in 2004 by Don Morris and Aaron Yarkoni. Over the last decade, the Company has built and curated a seasoned genetic library and developed proven standard operating procedures for genetic selection, breeding, and cultivation. In a world that is increasingly opening up to commercial cannabis activity, DNA is positioned to become the first, truly geographically-diversified company with multiple partnerships with top-licensed producers and brands that have built their companies and global presence utilizing the “Powered by DNA” model.

For more information, please visit www.dnagenetics.com

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 Alternative Medicine Association and 100% of Infused MFG. and Spire Global Strategy.

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



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