



1933 INDUSTRIES TEAMS UP WITH HIP-HOP ARTIST KURUPT FOR THE 4/20 LAUNCH OF 'GOTTI'S GOLD' BRAND OF CANNABIS PRODUCTS

This represents the second partnership between AMA and Kurupt as demand for cannabis continues to grow in Nevada

VANCOUVER, B.C., CANADA (April 15, 2019) – 1933 Industries Inc. (the “Company” or “1933 Industries”) (CSE: TGIF) (OTCQX: TGIFF), a licensed cultivator and producer of cannabis flower and concentrates and manufacturer of hemp-derived CBD wellness products, is pleased to announce the execution of an exclusive licensing agreement (the “Agreement”) between Gotti’s Gold Ex LLC and Alternative Medicine Association LC (“AMA”), for the launch of Gotti’s Gold in Nevada, a new line of branded cannabis products in partnership with legendary hip-hop artist Kurupt. The Agreement expires on November 9, 2019, and is subject to renewal for an additional twelve (12) month term.

Gotti's Gold is an exclusive premium collection of fine cannabis products intended to appeal to adult-users of all demographics. Having served as Executive Vice President of Death Row Records, Kurupt is one of the most influential hip-hop artists in the business, playing an instrumental role in the launch of the early careers of some of the biggest names in hip-hop from 2Pac and Warren G to Dr. Dre and Snoop Dogg. Kurupt entered the cannabis business as the original creator of now world-famous Moonrocks, and has been working with AMA since 2017, when it launched “The Real Kurupt’s Moonrocks” in Nevada.

The following products will form the new line of Gotti's Gold: premium flower, pre-rolls, THC cartridges, Gold Nuggets (infused flower covered in Kief), CBD cartridges, and a branded line of concentrates including wax, and shatter. The extensive premium collection will be launched on April 20, at Las Vegas’ largest 420 celebration, taking place at the NUWU Cannabis Marketplace and sponsored by Canna Hemp™, a 1933 Industries brand. The products will be delivered to licensed dispensaries in Nevada through the Company’s own distribution networks.

“We’ve teamed-up once again with the legendary Kurupt and we are proud to continue to build on our relationship with the launch of Gotti’s Gold in the active Las Vegas market,” said Mr. Joe Bleackley, Chief Operating Officer of the Company. “AMA has delivered consistent product quality and we are honored that Kurupt has selected AMA as a partner for his new line of premium products.”



“The decision to launch a new line was my way of letting people know where the original came from”, explained Kurupt. “Just like my music, I have expanded my product line to appeal to all consumers. When adult-users try Gotti's Gold products, they will notice quality above all else.” He added, “The partnership with the Company opens endless opportunities for us in the USA and internationally as 1933 expands their future operations.”

About Kurupt

Kurupt is a hip-hop legend and actor, one of the first rappers signed to Death Row Records, along with Daz Dillinger, Lady of Rage, Snoop Dogg and Nate Dogg. After participating in Dr. Dre's *The Chronic*, Kurupt and Daz started their own group, *The Dogg Pound*. Today, Kurupt is an entrepreneur in the cannabis industry and the creator of the well-known ***Moonrocks***. Kurupt currently has a license agreement with AMA for the production of The Real Kurupt's Moonrocks. Kurupt is currently on tour and recording a new album.

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 both Infused MFG. and Spire Global Strategy.

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

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