

Body and Mind Inc. Announces the Launch of King Cannabis Brand

VANCOUVER, Nov. 7, 2018 /CNW/ - Body and Mind Inc. (CSE: BAMB) (US OTC: BMMJ) (the "Company" or "BaM") is pleased to announce the launch of the King Cannabis brand.

The King Cannabis brand is being produced and distributed through Body and Mind and sold throughout dispensaries in Nevada.

Robert Hasman, BaM director stated, "King Cannabis has been launched in response to focus groups and feedback from years of working with Body and Mind medical and recreational customers. Body and Mind consumers have become accustomed to premium quality, award winning Body and Mind products and have communicated there are times when a more moderate experience is desired. King Cannabis offers users a milder cannabis experience at value pricing and enables the Company to expand sales through our strong distribution network."

The King Cannabis brand currently offers Royal Oil distillate packaged in top of the line CCELL cartridges for use in CCELL Vape hardware. The cartridges are offered in flavours comprising of Gelato, Do-Si-Do, Blackberry, Watermelon and Cantaloupe. Royal Oil cartridges are offered in half gram and one gram sizes and are being supported through pop-up promotions at Nevada dispensaries.

Additional King Cannabis brand offerings include flower products and may expand into pre-roll and edible offerings in the future.

The King Cannabis brand is currently being offered in Nevada with expected expansion to Ohio when the Body and Mind affiliated production facility is complete.

Visit the King Cannabis web site at <http://www.kingcannabis.club> .

About Body and Mind

BaM is a publicly traded company investing in high quality medical and recreational cannabis cultivation and production and retail. Our wholly-owned Nevada subsidiary was awarded one of the first medical marijuana cultivation licences and holds cultivation and production licenses in Nevada and partial ownership of a production and dispensary license in Ohio. BaM products include dried flower, edibles, topicals, extracts as well as GPEN Gio cartridges. BaM marijuana strains have won numerous awards including the Las Vegas Hempfest Cup 2016, High Times Top Ten, the NorCal Secret Cup and the Emerald Cup.

BaM continues to expand operations in Nevada and Ohio and is constantly reviewing accretive expansion opportunities.

Safe Harbor Statement

Except for the statements of historical fact contained herein, the information presented in this news release constitutes "forward-looking statements" as such term is used in applicable United States and Canadian laws. These statements relate to analyses and other information that are based on forecasts of future results, estimates of amounts not yet determinable and assumptions of management. Any other statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (often, but not always, using words or phrases such as "expects" or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "estimates" or "intends", or stating that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved) are not statements of historical fact and should be viewed as "forward-looking

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Certain matters discussed in this news release and oral statements made from time to time by representatives of the Company may constitute forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are based upon reasonable assumptions, it can give no assurance that its expectations will be achieved. Forward-looking information is subject to certain risks, trends and uncertainties that could cause actual results to differ materially from those projected. Many of these factors are beyond the Company's ability to control or predict. Important factors that may cause actual results to differ materially and that could impact the Company and the statements contained in this news release can be found in the Company's filings with the Securities and Exchange Commission. The Company assumes no obligation to update or supplement any forward-looking statements whether as a result of new information, future events or otherwise. This press release shall not constitute an offer to sell or the solicitation of an offer to buy securities.

The CSE has in no way passed upon the merits of the Financing and has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

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