

Ayurcann Holdings Corp. Rolls Out Medical Cannabis Strategy and Reveals its First Partnership

PICKERING, ON, Oct. 12, 2021 /CNW/ - Ayurcann Holdings Corp. (CSE: AYUR) (FSE: 3ZQ0) (the "**Company**" or "**Ayurcann**") a Canadian cannabis extraction company specializing in the processing of cannabis and hemp for the production of oils and various derivative products, is pleased to announce that it has entered into a patient-referral agreement with ReLeave Therapeutics ("**ReLeave**"), leaders in providing Canadians expert guidance and access to managing discomfort with medicinal cannabis and other alternative medicines.



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ReLeave, is comprised of compassionate and knowledgeable experts whose goal is defined by providing exemplary patient care, which necessitates working with only the best healthcare partners. They help integrate cannabis into the patient's full medical treatment plans and partner with medicinal cannabis providers such as Ayurcann, to ensure their patients are getting top-quality advice with exceptional value and are being prescribed the right medicinal cannabis products for their needs.

The terms of the agreement will see ReLeave send medical cannabis patients to Ayurcann through a patient education agreement. Ayurcann will work with the patients to educate them on their available offerings and help them select appropriate products.

"Working with the leaders in the industry is what we strive towards, being able to partner with and enhance cannabis education, provide the best possible value, national coverage, while expending our offerings for the best national and international brands for THC and CBD based products to patients is making Ayurcann and Ayurcann marketplace a leader in the industry" commented Igal Sudman, CEO of Ayurcann."

"ReLeave started at a very uncertain time, which provided us with the opportunity to provide healthcare differently and in a more patient centric way. As the world around us changes we strive to be leaders and innovators in providing patient care and working with Ayurcann and the Ayurcann Marketplace platform will enable us to excel. commented Greg Benson, CEO. "

About Ayurcann Holdings Corp.:

Ayurcann is a leading post-harvest solution provider with a focus on providing and creating custom processes and pharma grade products for the adult use and medical cannabis industry in Canada. Ayurcann is focused on becoming the partner of choice for leading Canadian cannabis brands by providing best-in-class, proprietary services including ethanol extraction, formulation, product development and custom manufacturing.

About ReLeave Therapeutics:

ReLeave is a team of people who have been in the medical cannabis field since the beginning. We are comprised of compassionate and knowledgeable experts whose goal is to help people. The ReLeave team supports our physicians with patient intake, follow up and education. We help integrate cannabis into the patient's full medical treatment plan by working directly with the patients' existing healthcare professionals. We believe teamwork leads to better health outcomes, and building a practice based on physician referrals allows us to work with the patients' primary care physician more effectively.

Neither the Canadian Securities Exchange nor its Regulation Services Provider have reviewed or accept responsibility for the adequacy or accuracy of this release.

Certain statements included in this press release constitute forward-looking information or statements (collectively, "forward-looking statements"), including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This press release contains forward looking statements, including but not limited to statements relating to the Company's expansion plans and future production capacity. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors.

Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Factors that could cause the actual results to differ materially from those in forward-looking statements include, but are not limited to, failure to obtain regulatory approval, ability to increase production at the Company's facilities, the continued availability of capital and financing, and general economic, market or business conditions. Forward-looking statements contained in this press release are expressly qualified by this cautionary statement. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance, or achievements to be materially different from those implied by such statements. Although such statements are based on management's reasonable assumptions, there can be no assurance that the statements will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, Further, there may be others that cause results not to be as anticipated, estimated or intended and such changes could be material. Public health crises, including the ongoing novel coronavirus (COVID-19) pandemic, could have significant economic and geopolitical impacts that may adversely affect the Company's business, financial condition and/or results of operations. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.

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