



Aura Enters PR Campaign in Western Canada & Grants Options to Director

TORONTO, Jan. 18, 2019 -- Aura Health Inc. (the "**Company**" or "**Aura**") (**CSE:BUZZ**) is pleased to announce that the Company has entered into a strategic PR campaign in Western Canada with R. Ian Cochrane. Mr. Cochrane brings three decades of marketing small and microcap companies in Western Canada. He will be an important asset in increasing the wherewithal of Aura in the western provinces.

Aura will compensate Mr. Cochrane by granting 350,000 stock options of the Company (the "**Options**") on January 17, 2019 exercisable at \$0.235. 200,000 Options shall vest immediately with 150,000 Options to vest on April 17, 2019. The Options shall expire on January 17, 2021.

The company is also pleased to announce the grant of 200,000 Options to Joel Freudman, Aura's independent director and Chair of the Board of Director's Audit Committee, on January 17, 2019. Since entering into the role in October 2018, Mr. Freudman has played an important role in guiding the company in audit and finance related issues. The Options shall be exercisable at \$0.235, will vest immediately, and expire on January 17, 2021.

About Aura Health Inc.

Aura Health is building an international network of vertically integrated cannabis assets. Through an established product line of cannabis-infused edible products and oil extracts, Aura is dedicated to building a high margin downstream business in the medical marijuana sector. The company holds convertible debt that converts to 54% equity of HolyCanna, a cultivation and nursery license holder in Israel. The company also owns a 30% interest in four medical marijuana clinics in the U.S. Sun Belt.

For further information, please contact:

Daniel Cohen, CEO

Aura Health Inc.
(647) 202-1824

David Posner, Chairman

Aura Health Inc.
(647) 985-6727

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