



BLOXLabs

Blox Labs Forms Technology Partnership with Canvas MedTech for Digital Marketing and Branding

**Partnership addresses need for seamless and transparent communication
as BLOX grows its diversified portfolio of Blockchain business ventures**

Toronto, Ontario - February 1, 2018 - Blox Labs Inc. ("BLOX" or the "Company") (CSE: BLOX) (US OTC: BLLXF) (FSE: BR1B), a technology company specialized in Decentralized Ledger Technology, Smart Contracts and Blockchain development, today announced the formation of a technology partnership with Canvas MedTech Inc., a premier incubator of disruptive Canadian technology with extensive expertise in strategic creative marketing campaigns including SEO, digital branding and other related services.

"As we scale our business, investors and partners are relying on us to communicate in a seamless manner. Achieving important milestones which have a direct correlation to our business growth objectives are imperative to Blox Labs and our investors. Meeting those needs includes expertise that often crosses over into the area of digital marketing," said BLOX CEO Harald Seemann. "Forming a technology partnership with Canvas MedTech, with their proven expertise in creating effective and creative omni-channel campaigns, will allow us to deliver exceptional personalized and strategic communications services. Both companies have a culture of innovation in their own fields of expertise and we look forward to discovering what future projects can be generated."

"The Canvas team is truly excited about our new partnership with BLOX. We have a dynamic team, we understand the marketplace, and we know that our experience designing strategic creative campaigns on a global scale will form the basis of a successful and enduring partnership," said Steve Loutskou, CSO at Canvas. "Our work is founded on strategic thinking and creative differentiation, with the addition of in-depth analytics which allows us to not only deliver effective campaigns but also provide significant and real return on investment for our partners." Loutskou continued, "We are confident that our core capabilities in developing campaign messaging that best engages customers and delivers the power of end-to-end analytics will lead to success for BLOX and their clients both locally and around the globe."

Forming this partnership creates a strategic alliance that will allow BLOX to create high quality information for its investor base and partners as the Company drives its business growth with multiple blockchain projects. The increased connectivity will facilitate the sharing of Company news, projects and media through digital and mobile networks. This alliance also opens the door to exploring new and innovative digital business solutions.

About Blox Labs Inc.

Blox Labs Inc. (CSE: BLOX) (US OTC: BLLXF) (FSE: BR1B) is a boutique technology development company focused on creating best-in-class software solutions that are driven by emerging trends in Blockchain, Smart Contracts and Decentralized Application Technologies. BLOX recently entered the Canadian Cannabis space with the development of cannaBLOX, a Blockchain solution focused on Cannabis seed-to-sale provenance verification. The Company is actively targeting partnerships and strategic acquisitions of high growth companies.



About Cannvas MedTech Inc.

Headquartered in Toronto with secondary offices in Vancouver, Cannvas MedTech Inc. prides itself in being a premier leader of disruptive Canadian technology within the Cannabis and MedTech sector.

Cannvas MedTech believes in the power of data to help build customer-centric initiatives in the MedTech sector. Millions of ideas are created every day, a fraction of those address an actual business need, and fewer still have the business plan to disrupt the status quo in becoming game changers in today's ever changing markets. At Cannvas MedTech Inc. we focus our efforts towards data-driven business solutions that put the end user in the driver seat. From access to investors, target customers and industry-leading experts, our company enables other companies to scale and succeed as global industry leaders. Website: www.cannvasmedtech.com

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Forward-Looking Information

This news release includes forward-looking information within the meaning of Canadian securities legislation concerning the business of the Company. Forward-looking information is based on certain key expectations and assumptions made by the management of the Company, including future plans for development of technologies by the Company. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. Forward-looking statements contained in this news release are made as of the date of this news release. The Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.