



New Age Farm's Wholly Owned Subsidiary, We Are Kured LLC, Advances its Strategic Marketing Plan

January 29, 2018 - Vancouver, BC

New Age Farm Inc. (CSE:NF) (OTC:NWGFF) (FSE:ONF) (www.newagefarminc.com) (“New Age Farm” or the “Company”) is pleased to announce the Company's wholly owned subsidiary, We Are Kured LLC (“WAK” or “We Are Kured”), was the official CBD sponsor of the 7th Annual Icelantic’s Winter on the Rocks concert. We Are Kured representatives were present at the event to greet concert-goers and sponsored a limited vape pen give-away as a means of growing WAK’s visibility with its target demographic as it moves toward a full launch of the vape pen product line. This sponsorship aligns with WAK’s strategic marketing plan which includes digital advertising, celebrity endorsement, and traditional retail distribution channels.

Sam Warren, producer of Icelantic’s Winter on the Rocks, commented, “We were thrilled to have We are Kured involved as Winter on the Rocks official CBD partner! We are Kured’s mission, team, and spirit align with the #iWOTR brand and connect directly with the DNA of our community.”

Benjamin Martch, President of WAK, said, “I want to thank the Icelantic Winter on the Rocks team and AEG Presents Rocky Mountain, for believing in our vision as well as for the synergy developing between We Are Kured and Winter on the Rocks brands. I can’t think of better artists than Rick Ross and Jauz to represent and help us launch our brand.”

Carman Parente, President and CEO of New Age Farm commented, “We are pleased to see the We Are Kured team’s energy and commitment to continually advancing the strategic marketing plan as we all look forward to the launch of the vape pen.”

About Icelantic’s Winter on the Rocks

In celebration of winter, on Colorado’s Red Rocks Amphitheatre hosted the annual Icelantic’s Winter on the Rocks concert this past Friday, featuring Rick Ross, Jauz, Brother Ali & Trev Rich. The event, presented by Icelantic Skis & AEG Presents was sponsored by multiple vendors, including We Are Kured. Red Rocks Amphitheater is located at 18300 West Alameda Parkway, Morrison CO 80465.

About We Are Kured, LLC

WAK is a wholly owned subsidiary of New Age Farm, acquired in December 2017. WAK is building an innovative online CBD and lifestyle company. WAK has partnered with best in class hemp cultivators, edible manufacturers, cutting edge product formulators to develop, market and distribute multiple lines of CBD products including, but not limited to, CBD vaporizer pens, topicals, gel capsules and more. All of We Are Kured’s products are 100% THC free and will be available for purchase internationally. THC, or tetrahydrocannabinol, is the primary active ingredient in cannabis. WAK expects to launch its first product, a fully loaded, 250 mg disposable terpene infused, hemp derived CBD vaporizing pen shortly. The vape pens will be available in three variations: Sunshine (Sativa blend), Moonlight (Indica blend) and Anytime (hybrid blend). Please bookmark <http://wearekured.com>, where WAK is in the process of building out a full website where consumers will be able to learn more about the company and

purchase its products.

About New Age Farm

New Age Farm is an agricultural services company offering unique turnkey growing infrastructure and services for licensed growers and processors of luxury marijuana crops at its agri-campuses in Washington State. In November 2012, the Washington State Liquor and Cannabis Board (“WSLCB”) passed Initiative 502 (“I-502”). I-502 authorized the WSLCB to regulate and tax recreational marijuana products for persons over twenty-one years of age and thereby created a new industry for the growing, processing and selling of Washington State-regulated recreational marijuana products. New Age Farm provides innovative solutions for growers and processors in this burgeoning industry.

For further information about New Age Farm, please consult the Company’s profile on SEDAR at www.sedar.com.

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