



For Immediate Release

News Release

September 29, 2020

LUFF PROVIDES OPERATIONS UPDATE

Vancouver, B.C. – Luff Enterprises Ltd., (CSE: LUFF) (“LUFF” or the “Company”) is pleased to provide an update on operations.

With its recent private placement successfully closed, the Company is pleased to report that it is well advanced with its production plans and is now executing on its sales strategy for the US wellness market. Operations are focused out of its fully-licensed facility in Portland, Oregon.

The Company also has licenses for cultivation and manufacturing at its 100% owned, debt free facility in Las Vegas, Nevada. With the Company’s major focus on its Portland operations, it is reviewing a range of strategic opportunities for its facility and licenses in Nevada.

Operations Update

Luff has recently commenced production of the Company’s initial product inventory out of the Company’s facility in Portland, Oregon.

The initial portfolio spans four product categories: tinctures, gummies, topicals and gel caps, with a focus on two user need states. Its signature product, Luff Dream, targets the massive sleeping aid market by combining CBD, CBN and other beneficial ingredients to provide users with a better night’s sleep. While Luff Assist targets the pain relief and general wellness market by combining CBD, CBG and other pain relief ingredients to assist people with their daily aches and pains. The Company has existing capacity to manufacture over 1MM units monthly and plans for an initial roll out of 40,000 units with a focus on the Western United States. The Company also has plans to launch a comprehensive e-commerce platform in Q4 to capture increased margin with direct to consumer sales.

Philip Campbell, CEO of Luff Enterprises Ltd., commented “With all of the raw materials, packaging, labelling, equipment and other materials now on site at the facility in Oregon we expect sales to commence in Q4 2020. We are delighted to have filled out our executive team in Portland with top industry talent and we are very excited to launch our suite of best-in-class products into the market this Fall. This is a significant milestone for the Company as we focus all our efforts on driving sales growth in wellness products, and towards our goal of being cashflow positive in 2021.”

About Luff Enterprises Ltd.

The Company’s operations currently include facilities only in the United States. The Company holds licenses in Oregon and Nevada which allow the company to manufacture and distribute hemp-based cannabinoid wellness products.

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