



For Immediate Release

News Release

January 14, 2021

Luff Enterprises Announces First Sales and the Launch of New Online Store

Vancouver, B.C. – Luff Enterprises Ltd, (CSE: LUFF) (“LUFF” or the “Company”) is pleased to announce that it has completed its first B-to-B sales, and its first online sales through its newly launched U.S. online store: *shop.luffbrands.com* (“ShopLuff”).

The ShopLuff store is a frictionless direct-to-consumer website where consumers can shop our lines of high quality CBD products, including Oil Tinctures, Gummies, Softgels and Topical Creams. With economic and consumer landscapes changing, the ShopLuff store allows consumers to purchase products directly from Luff and avoid the need to go to traditional brick and mortar stores.

Luff will drive value through an online ecosystem which capitalizes on the rise of e-commerce, click and collect, seamless retail and D2C online solutions. We are partnering with world class vendors in the areas of online search, social engagement, digital marketing, product sampling and email outreach to drive significant consumer engagement to the ShopLuff store. We will maintain engagement through the automation of loyalty points, subscription orders, referral programs and product reviews.

Luff CEO, Philip Campbell, commented “We are excited about the launch of our online store, and ensuing first sales. With the increasing demand for online shopping, our strategy allows us to capture higher margin sales by leveraging the changing tides in consumer retail purchasing patterns. We plan to use our proprietary online marketing and sales programs to drive consumers to the site where they can purchase our high-quality products.”

About Luff Enterprises Ltd.

LUFF Brands is a CBD lifestyle company, focused on providing premium quality, innovative products across the United States. Committed to plant-based science, LUFF produces a suite of thoughtfully designed products.

The company focuses on unique formulations leveraging cannabinoids such as CBG and CBN; and boosts them with superfood ingredients to empower people to realize the full potential of everyday life. LUFF’s scientifically formulated products are non-GMO, THC-free, 3rd party tested, and only crafted with hemp grown in the United States.

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For further information:

Philip Campbell, CEO and Director

Email: IR@luffbrands.com

Telephone: 250-419-7665