



For Immediate Release

News Release

July 15, 2022

Issuance of Common Shares to Camilla Advisory Group

Vancouver, B.C. – Luff Enterprises Ltd. (CSE: LUFF) (“LUFF” or the “Company”) announces that its board of directors has authorized the issuance to Camilla Advisory Group Inc. of 289,800 common shares in the capital of the Company at a deemed issue price per share of CAD\$0.015 (the “Share Issuance”).

The Share Issuance is being provided to Camilla Advisory Group Inc., as payment for past services rendered to the Company by Jason Vandenberg from April 1, 2022 to June 30, 2022, in Mr. Vandenberg’s capacity as the Company’s Chief Financial Officer. In accordance with the Share Issuance, the Company is also filing with the Canadian Securities Exchange a Form 9 – Notice of Proposed Issuance.

About Luff Enterprises Ltd.

LUFF is a hemp and wellness company, focused on providing premium quality, innovative products across the United States through its online store. Committed to plant-based science, LUFF produces and sources a suite of thoughtfully designed products to benefit a wide range of user needs.

Currently, the Company focuses on identifying unique products and formulations leveraging cannabinoids 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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This news release may contain "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to general business, economic, competitive, political, and social uncertainties. There can be no assurance that forward-looking statements will prove



to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Except as required by law, Luff assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

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