



For Immediate Release

News Release

January 13, 2023

### **Company Name Change and Resumption of Trading**

**Vancouver, B.C.** – Luff Enterprises Ltd. (CSE: LUFF) (“LUFF” or the “Company”) is pleased to announce that effective January 20, 2022, the Company will be changing its name to Herbal Dispatch Inc., and will also be changing its stock symbol to “HERB”. The change will align the Company’s name with its new flagship cannabis marketplace, Herbal Dispatch, which was launched in the fall of 2022.

The Company expects to resume trading under the new name and stock symbol on or about January 25, 2023. At a later date, the Company will provide its existing beneficial shareholders with a letter of transmittal instructing them on how they may exchange share certificates under the previous name of the Company with share certificates under the new name.

#### **ABOUT LUFF ENTERPRISES LTD.**

Luff owns and operates leading cannabis e-commerce platforms in both Canada and the United States and is dedicated to providing top quality cannabis to informed consumers at affordable pricing. Luff’s flagship cannabis marketplace, Herbal Dispatch, is a trusted source for exclusive access to small-batch craft cannabis flower and a wide-array of other product formats. Luff’s common shares trade on the Canadian Securities Exchange under the symbol “LUFF”.

#### **For further information:**

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#### **CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION:**

Certain statements in this news release, including statements or information containing terminology such as “anticipate”, “believe”, “intend”, “expect”, “estimate”, “may”, “could”, “will”, and similar expressions constitute “forward-looking statements” within the meaning of applicable Canadian securities legislation. All statements, other than statements of historical fact, that address activities, events, or developments that the Company or a third party expect or anticipate will or may occur in the future, including the Company’s future growth, results of operations, performance, and business prospects and opportunities are forward-looking statements. These forward-looking statements reflect the Company’s current beliefs and are based on information currently available to the Company. These statements require the Company to make assumptions it believes are reasonable and are subject to inherent risks and uncertainties. Actual results and developments may differ materially from the anticipated results and developments discussed in the forward-looking statements as certain of these risks and uncertainties are beyond the Company’s control. These risk factors are interdependent and the impact of any one risk or uncertainty on a particular forward-looking statement is not determinable. Examples of forward-looking statements in this news release and the key assumptions and risk factors involved in such statements include, but are not limited to, growing the Company’s business in Canada and the future success of Herbal Dispatch. The successful



execution of the Company's growth initiatives is subject to a number of risks and uncertainties, including industry competition and future customer demand for the Company's products, among others.

Consequently, all of the forward-looking statements made in this news release are qualified by these cautionary statements and other cautionary statements or factors contained herein, and there can be no assurance that the actual results or developments will be realized or, even if substantially realized, that they will have the expected effects on Luff. These forward-looking statements are made as of the date of this news release. Except as required by applicable securities legislation, the Company assumes no obligation to update publicly or revise any forward-looking statements to reflect subsequent information, events, or circumstances.

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