



For Immediate Release

News Release

January 20, 2023

Update to Company Name Change and Resumption of Trading

Vancouver, B.C. – Herbal Dispatch Inc. (formerly, Luff Enterprises Ltd) (**CSE: HERB**) (“**Herb**” or the “**Company**”) is pleased to provide this update to its news release issued on January 13, 2022, wherein the Company advised of its proposed name change from “Luff Enterprises Ltd” to “Herbal Dispatch Inc” and the change in stock symbol from “LUFF” to “HERB” (the “**Name Change**”).

As of January 20, 2023, the Company is pleased to confirm that it has effected the Name Change and that the common shares of the Company are expected to recommence trading under the new symbol “HERB” by January 25, 2023. The Name Change will better align the Company’s name with its new flagship cannabis marketplace, which was launched in the fall of 2022.

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 HERBAL DISPATCH INC.

The Company 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. The Company’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. The Company’s common shares trade on the Canadian Securities Exchange under the symbol “HERB”.

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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 the Company. 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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