



For Immediate Release

News Release

April 20, 2023

HERBAL DISPATCH LAUNCHES HERO DISPATCH MARKETPLACE

Vancouver, B.C. – Herbal Dispatch Inc. (formerly, Luff Enterprises Ltd.) (**CSE: HERB**) (“**Herbal Dispatch**” or the “**Company**”) is pleased to announce the launch of the Hero Dispatch marketplace. Canadian veterans and First Responders now have a new ally in their quest for quality medical cannabis with the launch of Hero Dispatch (herodispatch.com), a premium medical craft cannabis marketplace created specifically for this community.

In Canada, eligible veterans and first responders receive coverage for medical cannabis through Veterans Affairs Canada (“**VAC**”) as part of their healthcare benefits. The coverage amount varies by person, but most (60%) are eligible to receive three grams per day at \$8.50/g coverage. As of 2021, VAC had reimbursed licensed producers over \$150 million for medical cannabis sold to eligible veterans, growing to over \$200M in 2022.

HeroDispatch.com is the second portal created under Herbal Dispatch’s affiliate platform, and it promises to offer veterans and first responders with a new and exciting way to procure their insured medical cannabis, taking advantage of Herbal Dispatch’s wide product offering and industry leading customer experience.

Hero Dispatch was founded with a mission to provide veterans and first responders with access to premium craft cannabis that is tailored to their unique needs. The platform is designed to be user-friendly and easy to navigate, and it offers a range of carefully curated products, with a focus on craft-grown strains and high-quality products that are known for their medicinal properties.

"Our dedication to the people who have served our country and communities is why Hero Dispatch exists," says Chester Sam, Head of Growth for Herbal Dispatch. "We continually strive to understand the unique needs of the communities we serve, and the challenges they face in getting access to quality cannabis that meet their personal needs, as well as their insurance considerations. We are committed to serving this community with the highest standards of quality, service, and support."

"We believe that every person deserves access to safe, reliable, and effective medical cannabis," says Jamie Conboy, Hero Dispatch’s Clinical Director. "We are proud to work with Herbal Dispatch to serve our veteran and first responder communities across Canada, and to provide them with the care and support they deserve."

ABOUT HERO DISPATCH

The community of Canadian veterans and first responders are special to us. We understand the unique needs of those who have served, as well as the challenges faced in getting access to quality cannabis for your needs. Our dedication to you and your service is why Hero Dispatch exists.



As a premium medical craft cannabis marketplace created specifically for veterans and first responders, Hero Dispatch provides access to premium craft cannabis, tailored to meet the unique needs of these specialized clients. With decades of industry experience, our team is well-suited to support you on your journey.

Our community of Heroes are the driving force of the Hero Dispatch mission. From our veteran-led advisory board to our team of ambassadors, we are here for you every step of the way. Welcome to Hero Dispatch, where you are always the Hero.

ABOUT HERBAL DISPATCH INC.

The Company owns and operates leading cannabis e-commerce platforms and is dedicated to providing top quality cannabis to informed consumers at affordable pricing. The Company's flagship cannabis marketplace, ***herbaldispatch.com***, 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, future anticipated sales of products within the Hero Dispatch marketplace. The success of future sales on this new marketplace 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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