

Juva Life Advances Intellectual Property Protection Program and Advises on DTC Eligibility

VANCOUVER, British Columbia, Jan. 27, 2021 (GLOBE NEWSWIRE) -- **Juva Life Inc.** (CSE: JUVA) (OTCQB: JUVAF) (FRANKFURT: 4VV) ("Juva Life," "Juva" or the "Company"), a California based life sciences company focused on the research and development, and commercialization of Cannabis products is pleased to offer an update regarding intellectual property protection matters and concurrent capital markets activities.

Juva Life is a life science company focused on the identification and characterization of evidenced based safe cannabis products. The Company has developed a unique platform that enables the identification of products targeting inflammatory conditions. Juva will protect these inventions through holding as trade secret certain discovery technologies and patenting novel compositions of matter and uses. Directing these activities within the Company is Sanjeev Gangwar, Ph.D., Vice President of Chemistry. Dr. Gangwar brings significant experience to this subject matter having served as a Director of Oncology Discovery Chemistry for Bristol-Myers Squibb, and a co-inventor of 45 patents.

In addition, the Company will expand its commercial trademarks. To-date, Juva has filed applications for 24 trademarks across multiple classes and goods including brand identity, brand messaging and products. The filings span multiple jurisdictions including the USA, Canada, the European Union (EUTM), and globally through the United Nations' World Intellectual Property Organization (WIPO).

Company Founder and CEO, Doug Chloupek states, "We view the codification of our IP strategy critical to our sustainable competitive advantage which drives our commercialization and partnering plan. Our goal is to generate revenue through commercialization and to deploy revenue to discover and protect valuable and licensable products."

In related news, the Company is pleased to announce that electronic settlements of its OTCQB-traded shares in the United States have received approval from The Depository Trust Company ("DTC") of New York, NY and are now DTC eligible.

The Depository Trust Company (DTC) is a subsidiary of the Depository Trust & Clearing Corporation DTCC and manages the electronic clearing and settlement of publicly traded companies. Securities that are eligible to be electronically cleared and settled through the DTC are considered "DTC eligible." This electronic method of clearing securities speeds up the receipt of stock and cash, thus accelerates the settlement process for investors and brokers, enabling the stock to be traded over a much wider selection of brokerage firms.

"We are incredibly pleased to have secured DTC eligibility to facilitate the trading of our common shares for U.S investors and brokerage firms," Chloupek stated. "This greatly simplifies the process of trading the Company's common stock on the OTC marketplace in the United States allowing for faster execution and improved liquidity which will help broaden our investor base."

In addition to the OTCQB, shares of Juva Life also continue to trade on the Canadian Securities Exchange (CSE) and Frankfurt stock exchange.

For those new to the Juva story, please visit our website at www.juvalife.com.

ON BEHALF OF THE BOARD,

-Doug Chloupek-

Doug Chloupek, CEO & Founder
Juva Life Inc.
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About Juva Life Inc. (CSE: JUVA) (OTCQB: JUVAF) (FRA: 4VV)

Juva Life is working to bring the cannabis market face to face with the sector's next generation investment grade business model. From in-house research, cultivation, manufacturing, retail, and delivery services, Juva employs state of the art tools in discovery, development, and data science to identify new molecular profiles for major unmet medical needs. Our initial focus is on cannabis, where we are deploying our platform to target consumer and pharma applications. Find out more at: <https://juvalife.com/>.

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Forward Looking Statement

This news release contains statements and information that, to the extent that they are not historical fact, may constitute "forward-looking information" within the meaning of applicable securities legislation. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives, or economic performance, or the

assumption underlying any of the foregoing. In some cases, forward-looking statements can be identified by terms such as “may”, “would”, “could”, “will”, “likely”, “except”, “anticipate”, “believe”, “intend”, “plan”, “forecast”, “project”, “estimate”, “outlook”, or the negative thereof or other similar expressions concerning matters that are not historical facts. Examples of such statements include, but are not limited to, statements with respect to the objectives and business plans of the Company; ability to realize benefits from its recent corporate appointments; ability to retain its key personnel; the intention to grow the Company’s business and operations; the competitive conditions of the industries in which the Company operates; and laws and any amendments thereto applicable to the Company.

Forward-looking information is based on the assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. The material factors and assumptions used to develop the forward-looking information contained in this news release include, but are not limited to, key personnel and qualified employees continuing their involvement with the Company; and the Company’s ability to secure financing on reasonable terms.

Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information, including, without limitation, risks relating to the future business plans of the Company; risks that the Company will not be able to retain its key personnel; risks that the Company will not be able to secure financing on reasonable terms or at all, as well as all of the other risks as described in the Company’s management discussion and analysis for year ended December 31, 2019 under the heading “Risks and Uncertainties”. Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking information speaks only as of the date on which such statement is made. New factors emerge from time to time, and it is not possible for the Company’s management to predict all of such factors and to assess in advance the impact of each such factor on the Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking information. The Company does not undertake any obligation to update any forward-looking information to reflect information or events after the date on which it is made or to reflect the occurrence of unanticipated events, except as required by law, including securities laws.

The CSE does not accept responsibility for the adequacy or accuracy of this release.