



ABCANN RETAINS VIRTUE AS AGENCY OF RECORD

NAPANEE, Ontario, March 8, 2018 (GLOBE NEWSWIRE) -- ABcann Global Corporation (TSXV: ABCN) ("ABcann" or the "Company") is pleased to announce that it has retained VIRTUE, the creative agency powered by VICE Media, as its agency-of-record. VIRTUE, on a category-exclusive basis, will coordinate a full rebrand, and create consumer facing sub-brands for both the medical and adult-use cannabis markets. VIRTUE will also assist ABcann with creative and production services spanning across all major consumer touch points as well as an integrated launch strategy for its new brands. The account will be serviced out of Virtue's Canadian headquarters in Toronto.

"VIRTUE is an award-winning marketing agency with an unwavering commitment to bold ideas. They are the ideal partners to help us to transform the Company's brand and convey the purpose behind our current medical and upcoming adult-use cannabis businesses," stated Sung Kang, Chief Marketing Officer of ABcann. "In addition to having first-class veterans from some of the top traditional agencies in the business, VIRTUE, the agency powered by VICE, is uniquely qualified to help by leveraging their years of insight related to cannabis. In our collaboration with VIRTUE, I look forward to building one of the most powerful brand portfolios in the industry."

"We're thrilled to be working with ABcann. It's a huge opportunity for VIRTUE to leverage our years of experience connecting with Canada's emerging legal cannabis market. Our unique insights and experiences – knowing the end users as well as the key players – positions us to help ABcann's brand breakthrough in this uncharted and rapidly-growing marketplace," stated Badr El-Fekak, Vice-President of VIRTUE Canada.

About ABcann

ABcann holds production and sales licenses from Health Canada. Its flagship facility in Napanee, Ontario contains proprietary plant-growing technology, centred on its specially designed, environmentally-controlled growing chambers. This approach results in the production of pharmaceutical-grade cannabis products. ABcann is expanding its production capacity and pursuing partnerships and product development opportunities domestically, as well as in select international markets, including Germany, Australia and Israel.

About VIRTUE

VIRTUE is the global creative agency, born inside of VICE Media developing content programs and platforms for the world's largest brands. VIRTUE develops programs and campaigns that are culturally rooted and millennial-audience focused. VIRTUE acts as lead creative, content, and cultural agency and engages on project-based assignments for our clients. VIRTUE has worked with clients such as AB-InBev, Coca-Cola, Google, Bacardi and Lululemon.

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Neither the TSX Venture Exchange nor its Regulation Services Provider has reviewed or approved this news release.