

WeedMD and Phivida to Enter into Joint Venture for Cannabis-Infused Beverages

March 8, 2018 (Source) – *CanBev Inc. is positioned to become the premiere cannabis-infused bottling plant in Canada*

WeedMD Inc. (TSX-V:WMD) (OTC:WDDMF) (FSE:4WE) (“WeedMD”), a federally licensed producer and distributor of medical cannabis and **Phivida Holdings Inc.** (CSE:VIDA; OTC:PHVAF) (“Phivida”), a premium brand of cannabidiol (“CBD”) infused functional beverages and clinical health products, are pleased to announce the signing of a letter of intent (“LOI”) to form a joint venture focused on cannabis-infused beverages. The new joint venture company, Cannabis Beverages Inc. (“CanBev”), plans to develop a production facility at WeedMD’s state-of-the-art greenhouse in Strathroy, Ontario.

Click here for a presentation on the Cannabis Beverages Inc. (CanBev Inc.) joint venture project.

CanBev will operate one of the first cannabis-infused beverage production facilities in Canada. The joint venture partnership will focus on manufacturing, marketing and distribution of cannabinoid-infused beverages for the medical and future adult-use cannabis markets.

WeedMD will be the exclusive cannabis supplier and distributor for CanBev cannabis-infused beverages and will designate production space at its 610,000 sq. ft. state-of-the-art facility in Strathroy for CanBev’s operation. As an emerging cGMP certified food grade production plant, WeedMD’s Strathroy facility will equip CanBev with extensive production infrastructure, including 25,000 sq. ft. of packaging area and cold storage, as well as adequate space to expand for future growth.

“As WeedMD builds out its production footprint, we will focus on product innovation, extending our product line and building new brands. Canadian medical consumers, especially those in seniors’ care, are interested in functional beverages as they integrate cannabis into their medical treatment plans,” said Michael Kraft, Chairman of WeedMD. “We are eager to work alongside Phivida’s world-class management team to develop cannabinoid-infused beverages and brands for both the medical and adult-use markets.”

Phivida will be responsible for product innovation, research and development, formulation and branding. Phivida will also sublicense encapsulation technologies to CanBev for enhanced bioavailability and solubility and create new consumer brands to serve target consumer segments in the pending adult-use market.

“Phivida is pleased to partner with an industry leader and build towards a leadership share of the global cannabis-infused beverage market,” said John-David A. Belfontaine, President and Chairman of Phivida. “WeedMD is the ideal partner for Phivida, as they will provide CanBev with the ability to distribute into the federally legal medicinal cannabis market in Canada and apply for a license for cultivation and sales under the ACMPR. WeedMD provides CanBev with solid infrastructure, strong management, world class genetics and proven success in the Canadian health care market. Phivida provides CanBev with the opportunity to bring our premium cannabinoid-infused beverages to patients and consumers across Canada and bring federally legal cannabis-infused consumer packaged goods and brands to the Canadian market for the first time in the history of the industry.”

CanBev has no plans to sell any cannabis-infused products in the U.S. or any other market unless or until it is legally permissible to do so at all government levels. The joint venture is subject to the parties finalizing definitive documentation and TSX Venture Exchange approval.

About WeedMD Inc.

WeedMD Inc. is the publicly-traded parent company of WeedMD Rx Inc., a federally-licensed producer and distributor of medical cannabis under the Access to Cannabis for Medical Purposes Regulations (ACMPR). The Company operates a 26,000 sq. ft. indoor facility in Aylmer, Ontario, and is awaiting its second-site cultivation license for its greenhouse facility located in Strathroy, Ontario, representing 610,000 sq. ft. or 14 acres under glass. WeedMD has entered into supply agreements in addition to strategic relationships with established cannabis brands. The Company is focused on providing medical cannabis to the long-term care, assisted living and seniors' markets in Canada through its specialized and comprehensive platform. It is dedicated to educating healthcare practitioners and furthering public understanding of the role that medical cannabis plays – including as it pertains to regulatory requirements, indications and potential side effects.

For more information, access our investor presentation [here](#) and corporate video [here](#).

About Phivida Holdings Inc.

Celebrating Health and Wellness, In Harmony™, Phivida's mission is to lead the alternative health care sector as the benchmark standard in premium cannabinoid infused foods, beverages and clinical products. Using nanoencapsulation technology, Phivida converts phytocannabinoids into water soluble delivery format, enhancing bioavailability, and timed released within the body. Phivida's encapsulated cannabinoids are infused into functional beverages, foods and supplements containing a proprietary blend of phytonutraceuticals studied to target a range of health conditions, from chronic pain to terminal diseases. The World Anti-Doping Association's recent decision to lift its ban of CBD from hemp oil and the World Health Organization's recent statement supports the clinical

benefits of CBD worldwide. Phivida is traded on the Canadian Securities Exchange as “VIDA”.

For a list of Phivida’s cannabinoid infused consumer products click [here](#).

Forward-Looking Information

This press release contains forward-looking information based on current expectations. Statements about the date of trading of the Company’s common shares on the Exchange and final regulatory approvals, among others, are forward-looking information. These statements should not be read as guarantees of future performance or results. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from those implied by such statements. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law.

NEITHER THE TSX VENTURE EXCHANGE NOR ITS REGULATION SERVICES PROVIDER (AS THAT TERM IS DEFINED IN THE POLICIES OF THE TSX VENTURE EXCHANGE) ACCEPTS RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE