



**FOR IMMEDIATE RELEASE**

**Canndeloo selects immediaC and Charcoal Marketing to develop its  
cannabis marketplace on Microsoft's Azure Platform**

**HALIFAX, NOVA SCOTIA -- (October 25, 2018)** – Canndeloo Inc. ("Canndeloo") is pleased to announce that it has reached an agreement with the partnership of Halifax based immediaC and Charcoal Marketing, to build the Canndeloo cannabis marketplace and information resource. The company reviewed several options before selecting Microsoft's Azure cloud-based computing service, using the .NET platform.

Canndeloo plans to build the largest and most trusted database of ratings and reviews in the world, making Canndeloo essential to the business of our partnered brands and producers. The *Canndeloo Score*™ is set to become the new standard for strain and product ratings.

Charlie Khoury, Chief Executive Officer of Canndeloo, commented, "We are delighted to be able to work with local based partners for a completely home grown project. The immediaC and Charcoal teams bring decades of technical experience, as well as considerable knowledge of branding and marketing in the beverage and alcohol industry. We look forward to working with them to create a world-class cannabis marketplace and information resource."

John Leahy of immediaC noted, "We spent a lot of time with Charlie and his team, to better understand the requirements and scope of the application build. It's exciting to be on the ground floor with the emerging cannabis market, and apply our broad knowledge of databases, product marketing and e-commerce to this project."

On Behalf of the Board,

*C. Charlie Khoury, Chairman & CEO*

For more information about Canndeloo, please visit: <http://www.canndeloo.com>, or follow us on Twitter @canndeloo



### **About Canndeloo Inc.**

Canndeloo is a cannabis marketplace that conveniently connects consumers with partner shops and brands. Users can easily compare strains, products and businesses using our proprietary *Canndeloo Score*™ to make better informed purchasing decisions. Canndeloo's vision is to be the most trusted cannabis marketplace and destination of choice for everything cannabis.

### **About immediaC**

For over 20 years, immediaC's web friendly experts have been solving complex technology problems for clients. Our custom designed websites, web applications and database solutions perform reliably in the cloud on the Microsoft .NET platform. Through its partnership with Charcoal Marketing, immediaC delivers design and technology solutions that demonstrate a measurable return on investment, now with online strategies for customer engagement, traffic building campaigns and inbound marketing.

ATTENTION PHOTO EDITORS: Digital photos available on request.

For further information, contact:

C. Charlie Khoury, Chairman & CEO  
t: 902.830.0750  
e: [charlie@canndeloo.com](mailto:charlie@canndeloo.com)