



FOR IMMEDIATE RELEASE

Jeff Middleton Joins Cannabis Platform CannDeloo as VP of Communications & Creative Director.

HALIFAX, NOVA SCOTIA -- (December 19th, 2018) – CannDeloo Inc. ("**CannDeloo**") is pleased to announce the appointment of Jeff Middleton as VP of Communications and Creative Director, drastically boosting the creative capabilities of the global cannabis platform.

Jeff is also the owner and founder of Porus Creative, a Halifax-based creative boutique that's reached international notoriety over the past couple years with projects like the hilarious Mr. Lahey Votes and the buzzworthy #CFLinHalifax campaign. Before starting his own ad agency, Middleton was Creative Director at Nickel Media, the Emmy Award-winning group known for breaking ground in dynamic video and programmatic ad content. Other various roles over his 15+ years of advertising experience include creative leadership at Arrivals + Departures (formerly Extreme Group), BBDO, plus multiple charities and non-profits such as SickKids Foundation and the Halifax Refugee Clinic. Jeff will lead the creative communication and brand team as CannDeloo gets ready to launch its massive online platform, often referred to as the IMDb or TripAdvisor of cannabis.

"As a consumer, there's a knowledge gap in the new legal world of cannabis. Even for experienced consumers like myself." said Jeff. "After hearing the idea, it was clear CannDeloo was a simple remedy to the industry's initial growing pains. The information that's out there right now is either not tailored to consumer's needs, or is convoluted with magical over-described cannabis strain effects." One of Jeff's core beliefs is that consumer knowledge will drive revenue in the long term, he explains. "Once people start to understand which strains and products are right for them, they begin a long road to self-discovery. And we'll be right by their side the whole way."

CannDeloo CEO Charlie Khoury says the decision to bring Middleton on board was an easy one. "Anyone who knows Jeff, knows he's deeply passionate about the things he does. His creative mind and marketing instincts were evident from our first conversation, and his energy is truly contagious." Jeff will work closely with Khoury and the CannDeloo team to help define the brand for millions of potential consumers around the world, as cannabis moves into mainstream consumer consideration and continues to influence pop culture.

ON BEHALF OF THE BOARD

C. Charlie Khoury, Chairman & CEO



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

About Canndeloo Inc.

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

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