

ALTA VISTA VENTURES LTD.

AVV – CSE
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Alta Vista adds McPherson as senior advisor

Alta Vista Ventures Ltd. (AVV-CSE, YRLLF-OTC) is pleased to announce that the Company has added Mr. Rob McPherson as a Senior Advisor. Mr. McPherson brings with him over 25 years of experience in strategic planning, product development, marketing, and corporate management.

“We are very fortunate to bring on a person of Rob’s calibre to Alta Vista. He will be integral in helping us develop strategies for Alta Vista, to rapidly grow in the medical marijuana marketplace”, stated Ian Foreman, president of Alta Vista, “In addition, we will utilize his extensive experience in the liquor industry to plan for the potential legal recreational market in Canada”.

Rob McPherson, MBA, has held positions of increasing scope and scale with some of the world’s leading consumer goods companies. Over his 25 years, Mr. McPherson has worked for Procter & Gamble, Sandoz (now Novartis), Kraft Foods and Bacardi. While with Kraft Foods International in the UK, Mr. McPherson led the first Venture Team, in developing the concept, product technology and brand positioning for the *Tassimo* hot beverage system, now a \$1B global brand. While Vice President of Marketing for Bacardi Canada, Mr. McPherson was chosen to redefine Global Brand Management at Bacardi Limited and to re-structure the *42 Below* Vodka global business. Most recently, as President of Bacardi Canada, he developed and deployed a new strategic plan, structure and resourcing, generating market-leading performance in the critical On Premise channel. He also instituted more rigorous sales forecasting models and a greater collaboration between the Sales and Marketing functions, leading to better and more timely decision making.

“I am excited to be joining the growing team at Alta Vista. I have been looking for the right opportunity to enter the Canadian medical marijuana space and feel that both the timing, and this specific company, represent a powerful combination to build a leading player in what is a rapidly growing industry”, stated Mr. McPherson.

About Alta Vista Ventures:

The purchase of Redecan Pharm is a critical step in Alta Vista’s goal of becoming a significant player in Canada’s medical marijuana marketplace. Under the terms of the LOI, subject to satisfactory due diligence and the signing of a definitive agreement, Alta Vista Ventures can purchase a 100% undivided interest in RedeCan Pharm by paying \$7,000,000 in cash and issuing a total of 7,575,757 shares. In addition to the purchase price Alta Vista will pay a 10% royalty of the gross revenues of RedeCan on a quarterly basis to be paid 50% in cash and 50% in shares of Alta Vista.

In addition to the right to purchase RedeCan, Alta Vista has the right to purchase Thor Pharma, an early stage MMPR applicant that could add up to 75,000 square feet of growing space. Alta Vista cannot guarantee nor estimate the timing for the issuance of an MMPR license to Thor Pharma.

As part of its ongoing efforts to expand in the sector Alta Vista continues to evaluate additional opportunities.

Alta Vista Ventures Ltd.

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ALTA VISTA VENTURES LTD.

On behalf of the Board,

“Ian Foreman”

Ian Foreman
President

For information on Thor Pharma and RedeCan please contact Mr. Don Shaxon at 289-697-8625.

For additional information on Alta Vista Ventures please call the Company at 604-678-2531.

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Statements in this press release, other than purely historical information, including statements relating to the Company's future plans and objectives or expected results, may include forward-looking statements. Forward-looking statements are based on numerous assumptions and are subject to all of the risks and uncertainties inherent in such statements. As a result, actual results may vary materially from those described in the forward-looking statements.