

PUF VENTURES INC.

NEWS RELEASE

PUF Ventures Announces Appointment of Advisory Board Member

Vancouver, British Columbia / TheNewswire / July 20, 2016 – PUF Ventures Inc. (“PUF” or the “Company”) (CSE: PUF) (Frankfurt: HR2P) (OTCPK: PUFXF) is pleased to announce the appointment of Joseph Perino as the first member of the Company’s Advisory Board.

Mr. Perino brings 40 years of experience with the Toronto Police Service with a proven and demonstrated understanding of police governance. From 2001 to 2005, Mr. Perino served as Staff Sergeant of the Community Response Unit and Primary Response Unit and as Detective Sergeant with the Criminal Investigation Bureau, Street Violence Task Force and Vice and Major Crime Squads. From 2010 to 2015, Mr. Perino was the Professor Coordinator of the Police Foundations Program and from 2006 to 2010 he was the Professor of Community Studies Department at the School of Community and Health Studies.

Mr. Perino has proven his ability to manage the needs of various and diverse communities while delivering effective police service in a safe and culturally sensitive manner. His experience as an instructor and lecturer where leadership and the ability to use a variety of teaching techniques has resulted in effective communication with students.

Mr. Perino holds a Bachelor of Arts in Justice Studies from Guelph Humber University and has completed the Teacher of Adults Certificate from Centennial College and the Police Foundation Course from Mohawk College. He is also a member of the Provincial Justice and Public Safety Coordinators Association, Centennial College Alumni, Ontario Gang Investigators Association and Toronto Police Association.

Mr. Perino has been awarded a multitude of awards, including School of Community and Health Studies Dean’s Apple Award - Excellence in Teaching; 25 Year Service Watch, Toronto Police Service Board; Exemplary Service Medal, Toronto Police Service; District Award, Toronto Police Service and Physical Achievement Award, Toronto Police Service.

Derek Ivany, the Company’s President and CEO stated, “The Company is strengthening its board with eminent individuals with various strengths to help facilitate a smooth approach forward into the medical marijuana space upon a successful licensing process with Health Canada. Mr. Perino’s history in law enforcement and credentials clearly demonstrate his understanding of critical issues around security and he will work alongside Mr. Habuda. In addition to strengthening our boards we also feel our recent actions strengthen the overall picture on what we are trying to accomplish and how serious we take this space. Mr. Hornung continues to manage the AAA Heidelberg subsidiary, while Mr. Cherry and myself overlook all operations including our wholly-owned and partially owned subsidiaries. The Company is also currently evaluating other prospects with the ultimate goal of delivering shareholder value.”

About PUF Ventures Inc.

PUF Ventures Inc. is moving into the Medical Marijuana sector by purchasing a 100% interest in AAA Heidelberg, a private Ontario company that is in the process of applying for a MMPR license. Although the Company cannot guarantee nor estimate the timing for the issuance of a license to AAA Heidelberg, it is PUF’s goal to become the next publicly traded Canadian company to be granted a new medical marijuana production license.

VapeTronix, a wholly owned subsidiary of the Company, is in the process of expanding its 1313 brand of electronic cigarettes and associated technologies.

ON BEHALF OF THE BOARD OF DIRECTORS

Derek Ivany
President & CEO

No stock exchange or securities regulatory authority has reviewed or accepted responsibility for the adequacy or accuracy of this release.

Some of the statements contained in this release are forward-looking statements, such as estimates and statements that describe the Issuer's future plans, objectives or goals, including words to the effect that the Issuer or management expects a stated condition or result to occur. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and uncertainties.

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