Wildflower Adds New Joint Venture Partner for US Market

Vancouver, British Columbia, April 13, 2015: Wildflower Marijuana Inc. (CSE:SUN) (the “Company”) has signed a Letter of Intent with a manufacturer of cannabis e-juice. The Joint Venture is established to develop a line of e-juice products for Wildflower. The Joint Venture partner is currently a licensed Tier 3 producer and processor in the State of Washington.

Pursuant to the Joint Venture Wildflower will grant an exclusive license to manufacture, market and sell certain products, recipes, and promotional materials under the Wildflower brand in the State of Washington. As part of the agreement, Wildflower will issue 400,000 shares and pay $85,000 to its Joint Venture partner. In consideration, Wildflower will receive a licensing fee equal to 20% of the gross sales of Wildflower branded products.

Wildflower’s new joint venture partner specializes in the manufacture of cannabis e-juice/vaporized delivery systems market sector. E-juice is a concentrated form of cannabis juice that is consumed through vaporization. The expertise, research and development from Wildflower’s new partner will help develop a full line of e-juice products for Wildflower both in the Recreational and Medicinal market segments in Washington and other markets. As the demand for cannabis continues to grow in many emerging markets so does the demand for healthier alternative forms of consumption. Vaporizing e-juice is growing at an accelerating pace ensuring that, Wildflower will be providing a full line of products to address this trend and growing demand. In the Colorado market, the trend continues to move away from consumption of dried cannabis with 50% of products sold being ancillary products such as edibles, e-juice, infused drinks, topical products, tinctures and oils.

In Washington State, licensing requirements stipulate that all license holders and their shareholders, directors, officer and financiers must be Washington State residents. While Wildflower cannot hold any interest in any license in Washington State it can license its brand and provide consulting services. These consulting services will involve the implementation of Wildflower’s Quality Assurance Program, Standard Operating Procedures and Good Manufacturing Practices to ensure all products associated with the Wildflower brand are of the highest quality.

The Washington State government continues to work hard to create a viable legal cannabis market. Recent reports show that only 118 retail shops currently report any earnings. The state has legislated giving out 334 retail licenses this year. Retail sales have risen in excess of 100% in the past 6 months. Washington State has also revisited their taxation system and have now legislated removing any excise tax which reduces the burden placed on the producers and processors. Instead they will now have one sales tax of 37% at point of purchase.

President and CEO William MacLean states, “Much like Coca Cola has bottling companies to manufacture and distribute products all over the world, Wildflower will continue to develop strategic partnerships with companies in emerging cannabis markets. These partnerships will be integral to not only developing products and addressing trends in the sector but in positioning Wildflower to set new trends. I am excited with the progress we have made and look forward to continuing to develop the Wildflower brand and product line.”
About Wildflower Marijuana Inc.
Wildflower is a cannabis company focused on developing and designing branded products in the marijuana sector. In this regard, Wildflower works exclusively in Washington State where such activity is permitted and regulated by State law, through entities which hold licenses for such activities. Further, Wildflower is advancing two applications to grow and distribute medical marijuana under an MMPR license with Health Canada. Wildflower’s proprietary growing system is designed to maximize crop yields and consistently produce pure clean pharmaceutical grade BC cannabis for patients and cannabinoid research.

On Behalf of the Board of Directors

“William MacLean”

William MacLean
Director and CEO

THIS NEWS RELEASE, PROVIDED PURSUANT TO APPLICABLE CANADIAN REQUIREMENTS, IS NOT FOR DISTRIBUTION TO U.S. NEWS SERVICES OR FOR DISSEMINATION IN THE UNITED STATES, AND DOES NOT CONSTITUTE AN OFFER OF THE SECURITIES DESCRIBED HEREIN. THESE SECURITIES HAVE NOT BEEN REGISTERED UNDER THE UNITED STATES SECURITIES ACT OF 1933, AS AMENDED, OR ANY STATE SECURITIES LAWS, AND MAY NOT BE OFFERED OR SOLD IN THE UNITED STATES OR TO U.S. PERSONS ABSENT REGISTRATION OR APPLICABLE EXEMPTION FROM REGISTRATION REQUIREMENTS.

Cautionary and Forward-Looking Statements

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. Forward-looking statements and information are often, but not always, identified by the use of words such as "appear", "seek", "anticipate", "plan", "continue", "estimate", "approximate", "expect", "may", "will", "project", "predict", "potential", "targeting", "intend", "could", "might", "should", "believe", "would" and similar expressions.

Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the risks associated with the marijuana industry in general such as operational risks in growing; competition; incorrect assessment of the value and potential benefits of various transactions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

The Canadian Securities Exchange Inc. has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved of the contents of this press release.