

# PUF VENTURES INC.

## NEWS RELEASE

### **PUF Ventures Announces Changes to its Board of Directors and Advisory Board Committee and Increase in Stock Option Exercise Price**

**Vancouver, British Columbia / TheNewswire / September 23, 2016 – PUF Ventures Inc.** (“PUF” or the “Company”) (CSE: PUF) (Frankfurt: HR2P) (OTCPK: PUFXF) is pleased to announce the appointment of Joseph Perino as a director of the Company and Brent Raymond Wickens as a member of the Company’s Advisory Board Committee. To facilitate these changes, Joseph Perino has stepped down as a member of the Company’s Advisory Board Committee and Christopher P. Cherry has stepped down as a director of Company but will remain as CFO of the Company.

Brent Raymond Wickens was a member of The Toronto Police Service from August 21, 1973 to April 1, 2001. During Mr. Wickens’ tenure with the Toronto Police Service he worked as a Training Officer, Warrant Officer, Drug Investigator, including surveillance and undercover operations and a Community Response Officer. Mr. Wickens also worked in the Criminal Investigation area.

Mr. Wickens was responsible for enforcing statutes contained within the Criminal Code of Canada, The Youth Criminal Justice Act, including summary conviction, dual procedure and hybrid offences as well as indictable offense against persons and property. Mr. Wickens also has extensive experience in the enforcement of the Controlled Drugs and Substance Act and its predecessor act the Narcotic Control Act.

Derek Ivany, President and CEO of the Company stated that “The appointment of Mr. Wickens as a member of our Advisory Board Committee adds tremendous value to our team. He is a resident of London, Ontario, where our AAA Heidelberg Inc. facility is located and will assist us with our security protocols as we move forward in the final stages of licensing.”

Additionally, the Company announces that, further to its news release dated September 22, 2016 that announced the grant of stock options to its directors, officers and consultants, the Company wishes to amend the stock option exercise price to increase the exercise price from \$0.18 per common share to \$0.235 per common share.

#### **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.