



PUF VENTURES INC.

NEWS RELEASE

PUF Ventures Inc. Announces Update to Natures Hemp Special Warrant Financing

Vancouver, British Columbia, August 3, 2018 – PUF Ventures Inc. (“PUF” or the “Company”) (CSE: PUF) (Frankfurt: PU3) (OTCPK: PUFXF), announces that, further to its information circular dated June 18, 2018 (the “Circular”), the Company wishes to provide an update on Natures Hemp Corp. (“Natures Hemp”) special warrant financing to raise gross proceeds of up to \$5,000,000 at a price of \$0.25 per special warrant (the “\$0.25 Financing”). The Circular detailing the plan of arrangement indicated that Natures Hemp planned to complete the \$0.25 Financing on or before July 31, 2018. The \$0.25 Financing has yet to be completed. As of the date of this news release, Natures Hemp has not issued any special warrants to insiders or non-insiders of the Company in addition to those special warrants described in the Circular.

The special meeting of PUF will be held on Tuesday, August 7, 2018 (the “Meeting”) to approve the plan of arrangement with Natures Hemp. Following the Meeting, the Natures Hemp special warrants will be converted into common shares of Natures Hemp. Also following the Meeting, Derek Ivany, CEO of the Company, will be travelling to Germany, Austria, Switzerland and Lichtenstein to present Natures Hemp.

About PUF Ventures Inc.

PUF Ventures Inc. is a growth oriented and diversified company focused on the international cannabis industry. It has ownership in several cannabis companies: AAA Heidelberg, Solaris Nutraceuticals Pty Ltd., and Natures Hemp Corp., and is actively pursuing other opportunities within the industry. PUF has an option to purchase 100% of AAA Heidelberg Inc., a private Ontario company and advanced applicant for an ACMPR license. Solaris Nutraceuticals is building the largest medical cannabis greenhouse in the Southern Hemisphere. For more information please visit: www.puf.ca.

ON BEHALF OF THE BOARD OF DIRECTORS

Derek Ivany President & CEO

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

Forward Looking Statements

Statements in this news release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed here and elsewhere in PUF's periodic filings with Canadian securities regulators. When used in this news release, words such as "will, could, plan, estimate, expect, intend, may, potential, believe, should, aware" and similar expressions, are forward-looking statements.

Forward-looking statements may include, without limitation, statements including statements related to PUF's transactions and business related to cannabis and future news releases.

Although PUF has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be as anticipated, estimated or intended, including, but not limited to: dependence on obtaining regulatory approvals; investing in target companies or projects which have limited operating history or when very limited due diligence was performed or may be engaged in activities currently considered illegal under US Federal laws; change in laws; limited operating history; reliance on management; requirements for additional financing; competition; hindering market growth and state adoption due to inconsistent public opinion and perception of the medical-use and adult-use marijuana industry; and regulatory or political change.

There can be no assurance that such information will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. As a result of these risks and uncertainties, the results or events predicted in these forward-looking statements may differ materially from actual results or events.

Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. PUF disclaims any intention or obligation to update or revise such information, except as required by applicable law, and PUF does not assume any liability for disclosure relating to any other company mentioned herein.