



SUNNIVA INC. RETAINS KCSA STRATEGIC COMMUNICATIONS AS CORPORATE COMMUNICATIONS COUNSEL

VANCOUVER, BC, October 10, 2018 – Sunniva Inc. (“Sunniva” or the “Company”), (CSE: SNN) (OTCQX: SNNVF) today announced that it has retained KCSA Strategic Communications (“KCSA”), a leading New York-based communications firm, to support the Company’s strategic communications and investor relations efforts in the United States.

KCSA will employ a comprehensive communications program designed to increase awareness of Sunniva across the investment community and among key financial media in the U.S. Since KCSA’s inception nearly fifty years ago, the firm has developed a reputation for its innovative and dedicated work representing public companies, and, most recently, has become one of the leading communications firms within the emerging cannabis industry.

“We are about pleased to have retained KCSA, a top New York PR/IR firm that represents some of the largest cannabis companies” said Dr. Anthony Holler, Chairman and CEO of Sunniva. “We are rapidly moving forward with our efforts to strategically position Sunniva as a vertically-integrated cannabis company in both Canada and California as we pursue growth opportunities. In California, we are now in position to leverage our world class cultivation and extraction assets to quickly move up the value integration chain by launching Sunniva brands in all major product categories and expanding our distribution and retail dispensary footprint. It is an opportune time to begin sharing our strategic business model and ongoing progress with the investment community. KCSA has the experience and expertise to most effectively reach our target audience and we are excited to partner with them as we move ahead.

Phil Carlson, Managing Director of KCSA Strategic Communications said, “Sunniva has developed the foundation to become a prominent player in the very competitive cannabis industry with a first mover advantage in California. Sunniva has spent the last year constructing their large scale 325,000 sq. ft purpose-built greenhouse facility in California which will soon provide a unique opportunity for Sunniva to successfully expand into a number of upstream vertical markets that are demonstrating significant growth. We are very excited to share the Sunniva story and demonstrate its building position as a

large-scale cannabis cultivator, extractor, house of brands and distributor and retailer of today's most trusted high-quality, cannabis products.”

About Sunniva Inc.

Sunniva, through its subsidiaries, is a vertically integrated cannabis company operating in the world's two largest cannabis markets – Canada and California. It's ability to leverage large-scale, purpose-built cGMP designed greenhouses, offering better quality assurance with cannabis products free from pesticides, uniquely positions Sunniva as a leading supplier of safe, high quality products at scale. Through its strategically positioned cultivation and extraction facilities, Sunniva intends to launch a suite of branded products in various product categories including flower, pre-rolls, beverages, vape cartridges, and extracts while expanding upstream opportunities including distribution and retail expansion. Sunniva's management and board of directors have a proven track record for creating significant shareholder value both in the healthcare and biotech industries.

About KCSA Strategic Communications

KCSA is a fully integrated communications agency specializing in public relations, investor relations and social media, with expertise in financial and professional services, technology, cannabis, healthcare, digital media and energy. Since 1969, the firm has demonstrated strategic thinking and program execution that drives results for its clients in the ever-changing communications and digital landscape. The firm's clients are its best references. For more information, please visit www.kcsa.com or www.kcsa-cannabis.com.

For more information please visit: www.sunniva.com.

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward Looking Statements

This press release contains forward-looking statements within the meaning of applicable securities laws. All statements that are not historical facts, including without limitation, statements relating to future estimates, plans, programs, forecasts, projections, objectives, assumptions, expectations or beliefs of future performance; Sunniva's plan to cultivate, produce, manufacture and distribute a broad range of solutions focused on patients' and customers' needs and Sunniva's plans, are "forward-looking statements." Forward-looking statements can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or statements that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Such forward-looking statements involve known and

unknown risks, uncertainties and other factors that may cause actual results, events or developments to be materially different from any future results, events or developments expressed or implied by such forward-looking statements. Such risks and uncertainties include, among others, the risk factors included in the Sunniva's continuous disclosure documents available on www.sedar.com. These factors should be considered carefully, and readers are cautioned not to place undue reliance on such forward-looking statements. Although Sunniva has attempted to identify important risk factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other risk factors that cause actions, events or results to differ from those anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in forward-looking statements. Sunniva assumes no obligation to update any forward-looking statement, even if new information becomes available as a result of future events, new information or for any other reason except as required by law.

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