



NEWS RELEASE

MYM Welcomes Nicolas Elbaze to the Sublime Team

Vancouver, B.C., July 17, 2017 – MYM Nutraceuticals Inc. (CSE:MYM) (OTC:MYMMF), is pleased to announce that Nicolas Elbaze has joined the MYM/Sublime team as the Quality Assurance Manager for the Sublime Project. Mr. Elbaze has trained and managed several quality assurance personnel in the cannabis industry and brings a wealth of expertise regarding the procedures and quality management systems that Health Canada requires of Licensed Producers. Nicolas has developed and fine-tuned industry-specific procedures that will guide the Sublime Project going forward and ensure that MYM's products meet the highest standards. Pursuant to a five-year consulting agreement with Mr. Elbaze, MYM will issue him 50,000 common shares now, 50,000 shares once Health Canada grants MYM a license to cultivate, and 50,000 shares once MYM gets approval for sales and distribution.

Rob Gietl, MYM's CEO, commented, "MYM's innovative approach and extensive network of cannabis industry leaders coupled with Nicolas's strict managerial quality assurance approach is a sure combination for success. We are confident that Nicolas's professionalism, experience and consistency will play a big role in getting the Sublime Licensed Producer application approved, and, beyond that, producing the highest quality nutraceutical products in the world."

Nicolas Elbaze commented, "MYM has shown great integrity in their approach to quality assurance, thus enabling for complete and sustainable compliance to regulations. Our team is well positioned to carry through with our objectives while maintaining the highest quality standards. I look forward to merging our cultures of excellence."

MYM Nutraceuticals Inc. (CSE:MYM)(OTC:MYMMF)(FRA:OMY) is a public company trading on the Canadian Stock Exchange whose primary focus is developing high-end organic medicinal cannabis supplements and topical products. MYM also has an interest in the development of high-density farming facilities and technologies that allow MYM to expand its brand into the global market.

ON BEHALF OF THE BOARD

"Rob Gietl"



Rob Gietl, CEO
MYM Nutraceuticals Inc.
www.mymarijuana.ca

MYM Investor Relations Contact:

Terry Brown – 1 (855) 696-2261

You can email Mr. Brown here: <http://www.mymarijuana.ca/contact-us/>

This news release may contain forward-looking statements based on assumptions and judgments of management regarding future events or results. Such statements are subject to a variety of risks and uncertainties which could cause actual events or results to differ materially from those reflected in the forward-looking statements. The company disclaims any intention or obligation to revise or update such statements. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on www.sedar.com.

This news release does not constitute an offer to sell or solicitation of an offer to buy any of the securities described herein and accordingly undue reliance should not be put on such. Neither the Canadian Securities Exchange (CSE or CNSX Markets), nor its Regulation Services Provider (as that term is defined in policies of the CSE), accepts responsibility for the adequacy or accuracy of this release.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities described herein in the United States. The securities described herein have not been registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities law and may not be offered or sold in the "United States", as such term is defined in Regulation S promulgated under the U.S. Securities Act, unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration requirements is available.