



LiveWell Bolsters Management Team with the Appointments of Peter Geimer and Jean Bernard

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GATINEAU, QC, July 13, 2018 /CNW Telbec/ - LIVEWELL CANADA Inc. (TSXV: LVWL) announces the appointments of Peter Geimer as Vice President, Sales and Marketing and Jean Bernard as Vice President, Information Security and Technology.

Peter GEIMER

Vice President, Sales and Marketing

Peter Geimer is driven and results-oriented with more than 20 years of experience in the pharmaceutical, biomedical, and medical device sectors. Mr. Geimer is a well-respected leader who excels at coaching commercial teams and developing brands to attain market share leadership. With a solid reputation as a top performer within numerous world-class organizations, Mr. Geimer has held leadership roles in the areas of marketing, sales, operations, market access, and training.

Jean BERNARD

Vice President, Information Security and Technology

Jean Bernard has over 20 years of telecommunications and IT experience. Over his career, Mr. Bernard worked with multiple leading-edge technologies including digital communication systems, internet telephony (VoIP), cloud-based internet security services, supply chain management systems, enterprise resource planning (ERP), and client relationship management (CRM) systems. Prior to joining LiveWell, Mr. Bernard was Account Manager and Portfolio Director for Eastern Canada at Avanade, a world leader in IT consulting services.

About LiveWell Canada

LiveWell Canada Inc. (TSX-V: LVWL) is an innovative Canadian company planning to become a leader in a new approach to health and wellness by conducting advanced studies on cannabidiol (CBD) and other cannabinoids in its world-class Research and Innovation Center located in Litchfield, Québec. The company's mission also includes developing and distributing prescription and consumer health products. With more than 1.5 million square feet of greenhouses under construction located in Ontario and Québec, the company is supported by renowned academic and business partners such as Canopy Growth (TSX: WEED) (NYSE: CGS) and Canopy Rivers. For more information, visit www.livewellcorp.com.

CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

This release includes forward-looking statements about the Company and its business. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "is expected", "expects", "scheduled", "intends", "anticipates", "believes, or variations (including negative variations) of such words or phrases, or state that certain actions, events, or results "may", "could", "would", "might", or "will" be taken, occur to be achieved. Such statements are based on the current expectations of management. The forward-looking events and circumstances

discussed in this release may not occur by certain specified dates or at all and could differ materially as a result of unknown and known risk factors and uncertainties affecting the Company, including risks regarding the cannabis and hemp industry, economic factors, the equity markets and risks associated with growth and competition. The Company cautions that this foregoing list of material factors is not exhaustive, and readers are encouraged to read all Risk Factors disclosed in the Company's Filing Statement dated May 29, 2018.

The forward-looking information contained in this press release represents expectations of the Company as of the date of this press release and accordingly, is subject to change after such date. Readers should not place undue importance on forward-looking information and should not rely upon this information as of any other date. While the Company may elect to, it does not undertake to update this information as of any other date. While the Company may elect to, it does not undertake to update this information at any particular time except as required in accordance with applicable securities laws.

For more information, visit www.livewellcorp.com.

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