



INVICTUS MD

1980-1075 West Georgia Street
Vancouver BC, V6E 3C9

The Future of Alternative Medicine

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PRESS RELEASE

17 FEBRUARY 2015

Invictus MD Provides Shareholder Update

Vancouver, BC, February 17th, 2015 - INVICTUS MD STRATEGIES CORP. ("Invictus MD" or the "Company") (CSE: IMH) is pleased to provide an update to shareholders regarding the recent developments of the Company as well as the growth and goals anticipated for the coming year. Over the last 12 months, we have been diligently seeking opportunities and building strategic alliances throughout North America and Europe in an effort to position ourselves for continuous growth within the medical cannabis industry. It has been a pleasure to experience the change that is occurring on a daily basis within this industry, and we continue to execute our business plan to build a fully integrated medicinal cannabis company with global reach.

To date, management has been focusing on the following primary verticals:

- Retail outlets in Canada, US and Europe;
- Patient education, tools, books, videos, and management services;
- Manufacturing and distribution of consumption accessories;
- Hydroponic Manufacturing and Distribution globally; and
- Cannabis production and distribution globally.

In the short time since becoming publicly traded on the Canadian Securities Exchange on December 23, 2014, we have made some significant advances in these verticals through several strategic acquisitions. A summary of each of these acquisitions is below and should be read in conjunction with the Company's previously issued press releases.



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THE EDISON VAPE CO.

As announced in the Company's press release dated January 27, 2015, the Company acquired 40% of the common shares of The Edison Vape Co. ("**Edison Vape**"), a Vancouver-based company.



Edison Vape is a newly formed corporation engaged in the design, development, patenting, manufacturing, and distribution of a new and improved system for smoking medicinal marijuana and other herbal materials using vaporizer technology with disposable marijuana cartridges. The founders of Edison Vape have a

combined 11 years of experience designing, developing, patenting, manufacturing, and distributing innovative products and accessories geared toward the medicinal marijuana industry.

SMOKAZON

As announced in the Company's press release dated February 5, 2015, the Company entered into a definitive agreement to acquire a 35% membership interest in Focus Distribution LLC (doing business as "**Smokazon**"). Smokazon, located in Southfield, Michigan, is an American on-line-based corporation engaged in worldwide marketing and selling of aromatherapy and smoking-related gear and accessories.





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*[From left to right: Ben Klein,
Dan Kriznic, Don Meyer at the Las Vegas
Champs Trade Show in February 2015]*

Smokazon has approximately 120,000 unique monthly visitors to its store and 5,500 registered users on its blog.

The Company is currently working with the management team at Smokazon to increase traffic and overall monthly sales using the team members' significant experience in online search engine optimization and marketing.

CANNABIS HEALTH SCIENCES INC.

As announced in the Company's press release dated February 12, 2015, the Company entered into a definitive agreement with Cannabis Health Sciences Inc. ("**Cannabis Health**"), a Federally incorporated corporation, pursuant to which the Company acquired all of the issued and outstanding common shares of Cannabis Health, representing a 100% interest.

Cannabis Health operates patient education websites and modules under the domain name CannabisHealth.com. Recently, Cannabis Health acquired a 100% interest in Cannabis Media Inc., which publishes a cannabis patient publication under the name 'Cannabis Health Journal'. Cannabis Media Inc., which was founded in 2002, blazed a trail for numerous publications that followed it. Watch for a re-launch of this informative publication later this year.



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This is a highly strategic acquisition for Invictus MD, as it complements our existing patient education and management vertical. The services of the Co-Founder of Cannabis Health, Brayden R. Sutton, come to us exclusive with this acquisition. Mr. Sutton was the Executive Vice President of Supreme Pharmaceuticals before joining our team and led that company through various corporate finance and regulatory initiatives through 2014. Mr. Sutton has been involved in the patient side of the cannabis health movement for over 10 years and is one of the very first cannabis equity analysts, as he began vetting marijuana related companies over 5 years ago. He has also raised over \$8 million for publicly listed companies and consulted on business development and M&A for over a dozen companies during the past 3 years.

MANAGEMENT TEAM



[From left to right: Brayden Sutton, Drew Lawrenson, Dan Kriznic, Kelsey Chin, Ryan Karkairan, Mike Blady, Ryan Selby]



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We continue to build our management team with like-minded individuals who are passionate about the medicinal cannabis industry. Some of these individuals have joined us as part of the three most recent strategic acquisitions and have extensive knowledge in their specific fields. A summary of the most recent additions to the team is as follows:

- **Brayden R. Sutton** – Co-Founder of Cannabis Health Sciences Inc.
- **Dean Sutton** – Co-Founder of Cannabis Health Sciences Inc.
- **Dr. Greg Blaney** – Medical Advisor to the Board and Management of Invictus MD
- **Mike Blady** – Director of Business Development – Invictus MD
- **Ryan Selby** – Co-Founder of The Edison Vape Co.
- **Ryan Karkhairan** – Co-Founder of The Edison Vape Co.
- **Don Meyer** – Co-Chief Executive Officer of Smokazon
- **Ben Klein** – Co-Chief Executive Officer of Smokazon

CORPORATE DEVELOPMENTS AND UPDATES

More recently we have been working on the following developments:

Our patient management and education vertical continues to develop not only with the acquisition of Cannabis Health but also with the incubation of our VitaLeaf brand. We are currently producing an online eBook which includes written and video content of patients and prescribers in North America. Some of the interviews include individuals that have been featured on various media channels around the globe with stories that are truly astounding and miraculous. We intend to launch the eBook in March 2015.

The regulations for producers of medicinal cannabis are continuously evolving globally and have submitted varying applications depending on the country. We continue to seek opportunities to become a global producer and have made strides towards our goals. We have been in preliminary discussions with various production facilities and will update shareholders as appropriate.



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This is a very exciting time for us as we are on this rapid growth progression. We have only been publicly traded for a short period of time, and have been executing our business plan with rigor. On behalf of the team at Invictus MD, I want to thank you for your support and look forward to continuing our success in building a global cannabis company while increasing shareholder value.

On Behalf of the Board,

Dan Kriznic

President & CEO

604.368.6437

Forward Looking Statements

This news release contains certain statements and information that may contain "forward looking information" within the meaning of applicable securities laws. All statements in this news release, other than statements of historical facts, including statements regarding future plans, acquisitions, goals for the upcoming year, objectives, assumptions or expectations of future performance are forward looking statements and contain forward looking information. Generally, forward looking information can be identified by the use of forward looking terminology such as "plans", "expects", "projects", "intends", "believes", "anticipates", "estimates" and other similar words, or statements that certain events or conditions "may" or "will" occur. Forward looking statements are based on the opinions and estimates of management at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events, level of activity, performance or results of the Company to differ materially from those anticipated in the forward looking statements. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward looking information if circumstances or management's estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward looking statements. More detailed information about potential factors that could affect projected results is included in the documents filed from time to time with the Canadian securities regulatory authorities by the Company.