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Hill Street Beverage Co. Engages Sophic ...

/PRNewswire/ - Hill Street Beverage Co. ("Hill Street" or the "Company"), today announced that it has appointed Sophic Capital Inc. ("Sophic Capital" or "Sophic") as its Investor Relations firm. Sophic Capital will focus on increasing investor awareness of Hill Street by developing a comprehensive investor communications strategy and by introducing Hill Street to investment advisors, investment dealers, institutional investors and other financial professionals.

"As a provider of award-winning alcohol-free beverages in both the beer and wine categories, we believe Hill Street is well-positioned to participate in the pending October 2019, Canada-wide launch of cannabis-based edibles—particularly in what has traditionally been adult-format beverages," said Terry Donnelly, Hill Street's CEO. "Sophic Capital was our first choice when we started looking for a firm to help us communicate our market opportunity and growth strategy to the investment community, and we look forward to working with them to develop our capital markets strategy."

"We are very excited to work with Hill Street," said Gareth Tingling, Vice President of Capital Markets Advisory at Sophic Capital. "When it comes to brand building, Hill Street has a deep bench of talent in its C-suite and its Board. We look forward to the roll out of the Company's novel go-to-market strategy."

Hill Street's engagement with Sophic Capital is for a term of 12 months, on a fee-for-services basis of \$7,000 per month.

About Hill Street Beverage Co. Hill Street Beverage Co. is a producer of great-tasting, alcohol-free and cannabis-infused wines and beers. The company offers a wide range of products, including Hill Street Craft Brewed Lager, Designated Draft beer, Vin(Zero) wines and Vintense wines. Hill Street's beverages have won the Retail Council of Canada's Grand Prix and numerous medals and accolades including three Gold Medals, two Silvers and one Bronze at the U.S. Open Beer Championships and a prestigious Double Gold Medal at the San Francisco International Wine Challenge. Hill Street's award-winning, alcohol-free wines and beers will be available in up to 7,000 stores across Canada by the end of 2018. For more information visit <http://www.hillstreetbeverages.com/>.

About Sophic Capital

Sophic Capital is a capital markets advisory firm for public and private growth companies. We specialize in developing complete capital markets strategies for companies across all stages of development. Our depth of knowledge in the technology sector, clean technology and special situations markets combined with decades of experience working in the capital markets, makes Sophic Capital an ideal partner to help lower your cost of capital, and accelerate your growth. www.sophiccapital.com

Forward Looking Statements

This news release contains "forward-looking information" within the meaning of applicable securities laws relating to the Company's business plans. Although the Company believes (in light of the experience of its officers and directors) that current conditions and expected future developments and other factors that have been considered appropriate that the expectations reflected in this forward-looking information are reasonable, undue reliance should not be placed on them because the Company can give no assurance that they will prove to be correct. Actual results and developments may differ materially from those contemplated by these statements. The statements in this press release are made as of the date of this release and the Company assumes no

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responsibility to update them or revise them to reflect new events or circumstances other than as required by applicable securities laws. The Company undertakes no obligation to comment on analyses, expectations or statements made by third-parties in respect of the Company, its subsidiaries, their securities, or their respective financial or operating results (as applicable).

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

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