



## NEWS RELEASE

### Laguna Launches Business in Canada and the USA with 135 Affiliates

**KELOWNA, BC – March 07, 2016 – Laguna Blends Inc. (CSE: LAG) (Frankfurt LB6.F) (GNRSF OTC) (the “Company” or “Laguna”)** launches business in the USA and Canada and completes final payment to PNP Pharmaceuticals, (“PNP”) for the manufacturing of Laguna’s “Caffe”, protein coffee. Laguna owns the intellectual property and worldwide marketing rights for this unique and proprietary product.

Laguna has now launched sales with 135 independent affiliates throughout the USA and Canada. The first product category that Laguna has introduced are unique, instant, functional beverage products that contain hemp protein, omegas and other efficacious ingredients. The first product that is being offered for sale is “Caffe”, Laguna’s protein coffee beverage.

Laguna spent over one year of research and development to invent a completely unique coffee product. Laguna has achieved its goal of creating a delicious tasting, functional beverage that is served hot as an instant black coffee. Approximately 20% of each package contains whey and hemp protein, which makes Laguna’s product very different than its competition in the direct sales and retail coffee business.

Stuart Gray, Laguna’s President and CEO stated “Laguna has worked diligently for the past 21 months by establishing a world class team of executives and business advisors, developing quality hemp beverage products, and providing innovative technology to affiliates that is a game changer in the multi-level marketing Industry (“MLM”). The Laguna World virtual, cloud based, 3D, immersive technology has the ability to replace the need for hotel meetings and travel, making Laguna a more efficient marketing company than its MLM competitors. Laguna has now moved from the research and business development stage to having the ability to generate sales through its current affiliate network.”

Dennis Compo, Laguna’s Executive Director of Marketing said, “Laguna has been contacted by top MLM and affiliate marketing professionals for the past six months. Currently, there are 135 registered affiliates that are eager to market the products and recruit other affiliates into the Laguna business. In the 30 years I have been in the MLM Industry I have not seen this caliber of industry leaders join an MLM company at this early stage.”

Stuart Kawasaki, President of Laguna Blends USA said, “Prelaunch is a pivotal step for Laguna Blends and is a direct result of almost two years of building the necessary business foundation and vendor relationships. Laguna provides an incredible business opportunity for our affiliates and a high quality product experience for the end consumer. Laguna has taken the necessary measures to ensure that the logistics, manufacturing, customer service, technical support and shipping is in place in the United States and Canada.”

Martin Carleton, head of technology and director of Laguna said, "During the prelaunch phase, Laguna will continually test systems to ensure affiliates and customers have the best possible user experience. Valuable feedback and technical data will provide Laguna the information that it needs to continually strive for the best available infrastructure for affiliates and customers."

Ray Grimm, Laguna's business advisory board member and consultant said, "Laguna Blends has aligned an experienced management team, the best available technology and has created an entirely new and unique product category that has the potential to position Laguna to be the next big MLM growth company."

**About: PNP Pharmaceuticals Inc.**

PNP Pharmaceuticals Inc. (PNP) is a leading Canadian contract manufacturer of pharmaceuticals, nutraceuticals products for export to markets worldwide. Founded in 1999, PNP has the expertise and high-volume production capabilities to formulate, blend, and package any dry dosage form (capsule, tablet, powders or bulk package for overseas transport) to the highest industry standards. PNP operates an ultra-modern 75,000 square foot manufacturing facility that meets or exceeds all "Good Manufacturing Practice" and is a leader in regulatory certifications and accreditations. PNP Pharmaceuticals is Health Canada Site Licensed, Establishment Licensed, NSF Sport and Dietary Certified, TGA Approved, Informed Choice, Halal and Organic Certified.  
[www.pnp-pharmaceuticals.com](http://www.pnp-pharmaceuticals.com)

**About Laguna Blends Inc.**

Laguna is a network marketing company that generates retail sales through independent affiliates. Affiliates utilize tools and technology that enable them to build an international business from their own home or while travelling. This technology replaces the need for expensive travel and hotel meetings.

The Company is currently focused on the nutritional health benefits derived from hemp. Laguna's first product category as an entry to market are functional beverage products that contain hemp and other efficacious ingredients. Laguna's initial products to market are the following:

"Caffe" is an instant, "just add water" hot coffee beverage that is infused with both whey and hemp protein. With 20% protein (2 grams) in every serving, our proprietary product packs a powerful protein punch. Caffe, contains Instant coffee, whey protein hydrolysate, hemp protein, natural flavors.

Starbucks is the only company in the world that's a major player with a protein coffee beverage. Starbucks product is a ready to serve cold protein Coffee in a can. Laguna's protein Coffee is an instant, just add hot water protein coffee.

After water, the beverage that the largest proportion of adults reported consuming is Coffee.

\*According to the CAC's newly released 2013 Canadian Coffee Drinking Study, coffee is a dominant beverage in the Canadian market. Only tap water enjoys equally high past-day penetration. The results of the research show that approximately two-thirds of adult Canadians (65%) consumed coffee in the past-day. Approximately three-quarters of Canadians aged 18-79 (78%) indicate they've consumed coffee in the past week. A total of 83% of Canadians say they've enjoyed coffee in the past-year. Coffee drinkers consume on average 3.2 cups of coffee per day. A cup of coffee before you exercise can boost performance, help you stay hydrated and reduce exercise related fatigue as well as deliver a number of other positive health impacts.

"Pro369" is a single serving, "on-the-go," plant based, hemp protein that is served cold and comes in 4

delicious flavors. Pro369 is water soluble and can be directly mixed in water, added to milk, almond milk or coconut milk. Pro369 can also be blended in a shake or smoothie. Pro369 is also a source of Omegas, 3, 6 and 9 and contains ginseng.

Laguna Blends has been granted approval from Health Canada for four powdered flavours: PRO369 Chocolate Banana, Mixed Berry and Vanilla Caramel and Tropical Powder.

Pro369, contains Hemp protein, natural flavors, stevia, American ginseng.

The Minister of Health from Health Canada has granted Laguna a product license along with a Natural Product Number ("NPN") for all four of the Pro369 Flavours. They are all listed under the same NPN.

- i. A source of protein that helps build and repair body tissues.
- ii. Source of amino acids involved in muscle protein synthesis.
- iii. Assists in the building of lean muscle.
- iv. An adaptogen to help maintain a healthy immune system.
- v. Supportive therapy for the promotion of healthy glucose levels.

Hemp has long been recognized by the health and nutrition industry as a super food, cited in many publications as a balanced source of all ingredients required to achieve health and wellness.

#### **HempOmega®**

HempOmega® is an environmentally sustainable, vegetarian source of Omegas 3 and 6 that boasts a superior nutrient profile. A water soluble, homogenous, powdered ingredient, it can be easily integrated and/or manipulated, with no unpleasant taste or chemical contamination – opening up entirely new product formulation opportunities. Hemp Omega's greater ability to endure the digestive process delivers unmatched bioavailability, thereby maximizing its potential health benefits.

The Company sells its products through its independent affiliates in the USA and Canada.

HempOmega® is a Trademark owned by Naturally Splendid Enterprises, Ltd. and is used under license by Laguna Blends Inc.

#### **ON BEHALF OF THE BOARD**

"Stuart Gray"

President, Chief Executive Officer,  
Chief Financial Officer and Director

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**Forward-Looking Information:**

*This news release contains "forward-looking information" within the meaning of applicable securities laws relating to statements regarding the Company's business, products and future plans including, without limitation, statements regarding use of proceeds, the expected launch date for the Company's business, its product offerings and plans for sales and marketing. Although the Company believes that the expectations reflected in the forward looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Readers are cautioned to not place undue reliance on forward-looking information. Such forward looking statements are subject to risks and uncertainties that may cause actual results, performance and developments to differ materially from those contemplated by these statements depending on, among other things, the risks that the Company's products and plan will vary from those stated in this news release and the Company may not be able to carry out its business plans as expected. Except as required by law, the Company expressly disclaims any obligation, and does not intend, to update any forward looking statements or forward-looking information in this news release. The statements in this news release are made as of the date of this release.*