



**COLLECTIVE  
PROJECT**  
ART+CANNABIS

***FOR IMMEDIATE RELEASE***

**Collective Arts to produce cannabis-infused beverages under sister company, Collective Project Ltd.**

**February 4, 2019 - Hamilton, Ont** - Collective Arts announced today that it plans to launch a portfolio of cannabis and hemp infused beverages in Canada and the United States. Cannabis and hemp products will be produced, marketed and sold under a sister company, Collective Project Limited, in late 2019 pending anticipated government approvals for cannabis and hemp products.

“Collective Arts is committed to producing high-quality, innovative products that we and our community of creatives want to enjoy. We push the boundaries when it comes to making beer and cider, and now cannabis; creativity, quality, and our relationships with our artists are at the core of what we do. Moving into a territory such as infused cannabis beverages gives us an ideal palate to be innovative, and also creates a new format for social experiences outside of alcohol,” explains Matt Johnston, CEO and co-founder of Collective Arts.

Collective Arts has applied for an R&D License, License for Standard Processing and a Licence for Sale pursuant to the Cannabis Regulations Ontario. Their intention is to produce these products at their current facility in Hamilton, Ontario and a partner facility in the United States. Collective Arts is in talks with licensed producers and infusion technology providers and will announce these partnerships later this year.

**About Collective Arts**

Collective Arts was founded in 2013 by Matt Johnston and Bob Russell on the belief that creativity fuels creativity. Collective Arts is committed to fusing the craft of brewing with the inspired talents of emerging artists. Their beers are designed to be as diverse, creative and unwavering as the artists profiled; respecting tradition but not constrained by it. Collective Arts features limited-edition works of art on its packaging by artists and musicians that change every few months. To date over 600 artists and musicians have been featured and championed by Collective Arts.

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