

Scythian Invests in PRØHBTD, a Leading Global Cannabis Media Platform

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TORONTO, Aug. 01, 2018 (GLOBE NEWSWIRE) -- Scythian Biosciences Corp. (the "Company" or "Scythian") (TSXV:SCYB) (Frankfurt:9SB) (OTC - Nasdaq Intl:[SCCYF](#)) today announced it has invested in and entered into a strategic partnership with PRØHBTDMedia, Inc, a leading global cannabis media and brand platform.

PRØHBTD has built a first-of-its-kind cannabis ecosystem that includes a brand creation and product development platform, complemented by an original content studio and the first and largest multi-platform video network in the cannabis industry. In addition to the company's flagship lifestyle destination www.prohbtd.com, video content is syndicated across 15 different partner platforms, including Apple TV, Roku, Amazon, Android TV, Dailymotion and others, which saw more than 22 million video views in June, with an average view-through rate of 3:47 minutes. This reach and engagement provides cannabis brands with effective means to reach an audience of more than 100 million consumers at a time when many traditional media platforms are restricted or closed to them.

Under the terms of the agreement, Scythian will invest USD \$1.2 Million in PRØHBTD and consult with the company's leadership to help drive future growth around new brand initiatives. The investment in PRØHBTD is in line with Scythian's strategic transformation to create shareholder value with further investments that enhance the Company's global cannabis initiatives.

"Scythian is pleased to join forces with PRØHBTD, a highly influential media platform for the global cannabis industry," said Scythian's CEO Rob Reid. "PRØHBTD CEO Drake Sutton-Shearer and his team have done a fantastic job in bringing the cannabis message to a new demographic around the world. We couldn't think of a better media partner as our industry goes mainstream."

Added Mr. Sutton-Shearer, "We're fortunate to have Rob and the team at Scythian as global partners. They have deep expertise in the science of cannabis, which will help us to expand our international knowledge base and educate audiences and brands around the world."

In other news, Scythian announced today that Jonathan Gilbert has resigned as a director of the Company, effective August 1, 2018.

About PRØHBTD Media

PRØHBTD creates, builds and markets cannabis brands to global audiences. The company has built a first of its kind cannabis ecosystem that includes a brand creation and product development platform complemented by an original content studio and expansive multi-platform video distribution network reaching an available audience of 100+ million people. Through the company's in-house creative agency, more than 60 cannabis brands partner with PRØHBTD for brand and product development, design, market strategy and branded integration within its original content, which is made by a team of award winning creators.

PRØHBTD is recognized as the exclusive global cannabis partner of [Advertising Week](#) and [Entrepreneur Magazine](#).

Learn more at www.prohbtd.com and www.prohbtdmedia.com.

Video Reel: <https://vimeo.com/274378219>

About Scythian Biosciences Corp.

Scythian is an international cannabis company with a focus on the world's leading markets outside of Canada. Its fast tracked growth has come through a number of strategic investments and regional partnerships in cultivation, distribution and branded products across Europe, United States, South America and the Caribbean. These significant endeavours complement the company's R&D partnerships with some of the world's leading universities. It is this comprehensive approach that is positioning Scythian as a future global frontrunner in the medical cannabis industry.

Investors are cautioned that, except as disclosed in the material change report to be prepared in connection with the transaction, any information released or received with respect to the transaction may not be accurate or complete and should not be relied upon. Trading in the securities of Scythian should be considered highly speculative.

The TSX Venture Exchange Inc. has in no way passed upon the merits of the proposed transaction and has neither approved nor disapproved the contents of this news release.

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

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