

## **Laguna Blends Partners with ArDoMi Media Group and C&I Studios to Amplify Market Expansion by Initiating a Media Marketing Campaign**

**KELOWNA, BC - September 28, 2016 – Laguna Blends Inc. (CSE: [LAG](#)) (OTC: [LAGBF](#)) (Frankfurt: [LB6A.F](#))** (the “Company” or “Laguna”), a network marketing company, announces that it has retained the digital marketing expertise of ArDoMi Media Group and C&I Studios to increase market awareness of the Company’s line of functional beverages made from high-quality hemp protein. ArDoMi Media Group is collaborating with C&I Studios to launch an initial marketing campaign for Laguna Blends.

C&I Studios has worked with clients such as Polaroid, Nike, P&G, Sony, Universal, ESPN, lululemon, Coca Cola, American Apparel and more.

Los Angeles-based ArDoMi Media Group specializes in digital marketing and branded content, and has successfully developed and launched national and international marketing campaigns for industry-leading clients such as Nike, Adidas, Snickers, Verizon, Spark Communications, Greenpeace, Amnesty International, P&G, Comcast and others.

For Laguna Blends, this caliber of branding and marketing expertise provides the opportunity to increase brand visibility in both targeted and unexplored markets. The initial media campaign’s production shoot date is scheduled for October 7th and 8<sup>th</sup> 2016 in California.

“Having been immersed in the plant-based product world for years, I am excited to present Laguna Blends to the marketplace and promote its industry-leading products, bridging my experience that ranges from traditional forms of advertising to social media campaigns. We look forward to introducing Laguna Blends to many more mainstream consumers,” says Herb Dogan, partner and founder of ArDoMi Media Group and I-rey, Inc.

Joshua Miller, Executive Director of C&I Studios said, “We are excited to partner with ArDoMi Media Group for the production of the Laguna Blends Media Campaign. It’s not often that you find such a creative group of individuals to work with as well as such innovative products to rally behind. Producing this shoot in Los Angeles, California is going to be an amazing spring board to already exciting products. This will for sure be a campaign to keep your eyes on.”

“We continue to see increasing awareness and acceptance of the vast health benefits of hemp, and our goal at Laguna Blends is to elevate our marketing strategies to become a leading supplier of hemp and CBD products. We are excited to partner with ArDoMi Media Group and C&I Studios to enhance our business profile and take the Laguna Blends brand to the next level, says Laguna Blends CEO Stuart Gray.”

Ray Grimm, President of Laguna Blends said, “Branding is critical and ArDoMi has the knowledge and expertise in bringing new products into the market through their marketing and social media campaigns. We are pleased to be partnering with both ArDoMi and C&I Studios, world class Marketing and Media Companies.”

### **Functional Beverage Products**

“**Caffe**” is an instant, “just add water” hot coffee beverage that is infused with both whey and hemp protein. With 2 grams of protein in every serving, Laguna’s proprietary product packs a powerful protein punch. Caffe, contains Instant coffee, whey protein hydrolysate, hemp protein, natural flavors.

“**Pro369**” is a single serving, “on-the-go,” plant based, instant, 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 Pro369 flavours: Chocolate Banana, Mixed Berry and Vanilla Caramel and Tropical Powder. Pro369 contains Hemp protein, natural flavors, stevia, and 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.

- A source of protein that helps build and repair body tissues.
- Source of amino acids involved in muscle protein synthesis.
- Assists in the building of lean muscle.
- An adaptogen to help maintain a healthy immune system.

Supportive therapy for the promotion of healthy glucose levels.

### **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.

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.

### **CannaCeuticals, CBD Skin Care Products**

“**CannaCeuticals**” Swiss heritage is at the core of Canna’s revolutionary skincare products. It’s pure, cosmeceutical-grade CBD extract hails from the crisp, clean air of Switzerland, but Canna’s heritage goes much further than that. Swiss culture is known for its precision and perfectionism, and CannaCeuticals radiates that same standard in every formula it produces. Canna’s team of formulators are made up of chemists and product developers that analyze every detail, sourcing ingredients from all ends of the earth to create the most balanced, highly efficacious, anti-aging CBD skincare products in the world.

CannaCeuticals CBD7 anti-aging skincare products incorporate cannabidiol (CBD), a superior antioxidant and a potential anti-inflammatory agent, both of which are significant in anti-aging. Canna's Swiss heritage influences a sense of unity in its products, and it combines CBD with other essential anti-aging ingredients to create formulas that pack a powerful punch.

Clinical trials were conducted by BioScreen Testing Services, Inc., a third party FDA approved lab located in the USA. The test subjects that used the Cannaceutical facial serum noticed a 100% overall improvement of the skin appearance within a two-week period.

Laguna has signed a distribution agreement with ISO International, LLC, a transaction under which Laguna has acquired the exclusive right to market, promote and distribute seven CBD skin care products of CannaCeuticals of California, USA ("Canna")

### **About C&I Studios**

We create media to do our part in changing the world. While we do not have millions of dollars in the bank, trust funds or, wealthy parents, we have cameras, pencil and pens and ideas. We believe that we have a responsibility to use media to change the way people view themselves and the world. C&I Studios has worked with clients such as Polaroid, Nike, P&G, Sony, Universal, ESPN, lululemon, Coca Cola, American Apparel and more <https://c-istudios.com/>

### **About ArDoMi Media Group**

ArDoMi Media Group is a digital marketing and branded content company based out of Los Angeles, CA that caters to companies and businesses of all scopes. The marketing firm primarily provides quality content for companies looking to increase brand awareness in unexplored markets. ArDoMi Media Group and the I-rey, Inc. team have marketed, produced, planned and executed national and international marketing campaigns for clients such as Nike, Adidas, Snickers, Verizon, Spark Communications, Greenpeace, Amnesty International, P&G, Comcast and many more. For more information, visit [www.Ardomi.com](http://www.Ardomi.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 anywhere else in the world. This technology replaces the need for expensive travel and hotel meetings.

The Company is currently focused on the nutritional health benefits derived from hemp and CBD's. The Company currently 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"

Chief Executive Officer

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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 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.*