



New Brunswick Start-Up Attracts New York Venture Capital Firm *Civilized engages Viridian Capital Advisors for next phase of growth*

(Saint John, N.B., March 16, 2016) – Civilized Worldwide Inc., a Saint John-based media company focused on the cannabis industry, is entering its upcoming investment round with the support of New York venture capital firm, Viridian Capital Advisors.

In just a few short months, Civilized has developed from a digital publishing start-up to a growing media network, reaching 1.5 million unique visitors since the launch of its flagship digital publishing website, Civilized.life. Co-founded by Derek and Terri Riedle in September 2015, the company targets an under-represented, elevated audience of millions of motivated, productive adults who choose to enjoy cannabis recreationally as part of a balanced lifestyle. Civilized employs a team of 15 editors, content creators, community managers and other creative roles based in New Brunswick.

In its pre-seed investment round, Civilized raised C\$1 million, attracting 17 angel investors from across North America. Now it is among an exclusive list of cannabis businesses to attract Viridian Capital Advisors.

With Viridian Capital Advisors' support, Civilized will have access to world-class investment advisors and board members, as well as unleash exponential growth opportunities for joint venture and partnership exploration.

“Civilized’s growth and opportunities have exceeded our expectations, and having Viridian at the table is a fundamental part of our company’s evolution,” said Derek Riedle, Civilized Founder and Publisher. “Viridian’s support opens up new worlds for us in terms of attracting and growing investment, and further validates that Civilized is the right play at the right time.”

Scott Greiper, President and Founder of Viridian Capital Advisors, commented, “The new media opportunity in the cannabis marketplace is significant. We believe that Civilized is at the forefront of creating a unique and valuable platform that speaks to a more sophisticated cannabis culture that is under-represented today. The fact that the platform has attracted 1.5 million unique visitors in a matter of months is testament to the vision of Derek and Terri Riedle, and we are proud to become their partner.”

Cannabis remains one of North America’s fastest growing industries, and 2016 will prove to be a pivotal year for further growth and investment. While the federal government investigates the best model for nationwide recreational cannabis legalization, a recent Globe & Mail-Nanos



Survey showed 68 per cent of Canadians support legalization. In the U.S., recreational use is already legalized in four states and medical cannabis is legalized in 23 states, with legal sales estimated to reach US\$6.7 billion in 2016. With several more states set to vote on legalization over the next five years, ArcView Market Research estimates the legal cannabis industry will show a 30 per cent compound annual growth rate and reach US\$21.8 billion in annual sales by 2020, potentially outpacing the future valuation of the National Football League.

Contacts:

Civilized Worldwide Inc.

Lesley Dickson

506-333-0519

lesley@civilized.life

Viridian Capital Advisors, LLC

Michael Swartz

212-333-0257

mswartz@viridianca.com

About Civilized Worldwide Inc.

Founded in 2015, Civilized Worldwide Inc. is the parent company of flagship digital publishing entity, Civilized.life, a site that pairs an emerging area of social change and business with thought-provoking lifestyle content. Civilized.life is a reflection of the millions of motivated, productive adults who choose to enjoy cannabis recreationally, but are not widely reflected in current cannabis culture. Housing a mix of curated and original content, Civilized.life entertains, informs and engages its North American-wide audience. For more information, please visit: civilized.life

About Viridian Capital Advisors, LLC

Viridian Capital Advisors, LLC is a financial and strategic advisory firm dedicated to the Cannabis market. Our banking practice, through broker-dealer Pickwick Capital Partners, provides capital and M&A to fund the growth of our clients, while our advisory practice helps to position and build their business. Leveraging our team's decades of high level operating and transactional experience on Wall Street, in industry and in the government, we provide flexible comprehensive strategic and



financial solutions that assist cannabis enterprises in realizing their full potential. For more information, please visit viridianca.com.

Forward-Looking Statements

The statements in this press release constitute forward-looking statements within the meaning of federal securities laws. Such statements are based on our current beliefs and expectations and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond our control. In addition, such forward-looking statements are subject to assumptions with respect to future business strategies and decisions that are subject to change. Potential risks and uncertainties include, but are not limited to, technical advances in the industry as well as political and economic conditions present within the industry. We do not take any obligation to update any forward-looking statement to reflect events or developments after a forward-looking statement was made.