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INTERNATIONAL CANNABIS EXTENDS LICENSING AGREEMENT WITH AUTHENTIC BRANDS GROUP TO INCLUDE A SUITE OF BEAUTY, LIFESTYLE AND ACTIVE CBD PRODUCTS BRANDED THALIA SODI® IN SPAIN

News Release

VANCOUVER, British Columbia, March 22, 2019 - ICC International Cannabis Corp. (CSE: WRLD.U)(FWB: 8K51)(OTC: WLDCF) ("ICC" or "International Cannabis" or the "Company") is thrilled to announce the addition of Thalia Sodi®, world-renowned singer, songwriter, and entrepreneur, to their existing licensing agreement with Authentic Brands Group ("ABG"), an owner of a portfolio of lifestyle and entertainment brands including Thalia Sodi®. The agreement allows for ICC to market and distribute cannabidiol ("CBD") derived beauty and wellness products throughout Spain under the Thalia Sodi® brand.

2019 is already turning into a monumental success for Thalia. The year kicked-off with the national launch of her hair care line, Adria by Thalia®, followed by accolades in music including nominations for Artist of the Year and Pop/Rock Collaboration of the Year at the Premio Lo Nuestro Awards last month.

Thalia has 40+ million global followers across social media. With a highly engaged audience, paired with her connection to beauty community, Thalia will help ICC expand its reach with exposure to more than 1.3 million unique followers in Spain.

"We're excited to bring the notable Thalia Sodi® brand to the forefront of the CBD beauty conversation in Spain," said Eugene Beukman, Chief Executive Officer and a Director of International Cannabis. We're confident the brand will have significant impact on the CBD community, and are thrilled to bring our CBD-based solutions to this diverse target audience."

"The addition of CBD to the Thalia Sodi® portfolio, particularly in the beauty, lifestyle and active categories, is a tribute to her dedication and commitment to wellness through every facet of her life," said Daniel W. Dienst, ABG Executive Vice Chairman. "We look forward to working with ICC to expand the global footprint for the Thalia Sodi® brand, targeting the emerging beauty and wellness CBD market in Spain."

The licensing agreement between ICC and ABG was developed in conjunction with advisory services provided by Cannabis Lifestyle Partners ("CLP").

ABOUT AUTHENTIC BRANDS GROUP

Authentic Brands Group (ABG) is a brand development, marketing, and entertainment company, which owns a portfolio of global entertainment and lifestyle brands. Headquartered in New York City, ABG manages, elevates, and builds the long-term value of more than 50 consumer brands and properties by partnering with best-in-class manufacturers, wholesalers, and retailers. Its brands have a global retail footprint in more than 100,000 points of sale across the luxury, specialty, department store, mid-tier, mass, and e-commerce channels and more than 4,900 branded freestanding stores and shop-in-shops around the world. ABG is committed to transforming brands by delivering compelling product, content, business, and immersive brand experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touch points, platforms, and emerging media.

ABG's portfolio of iconic and world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Michael Jackson® (managed brand), Nautica®, Aéropostale®, Juicy Couture®, Vince Camuto®, Herve Leger®, Judith Leiber®, Frederick's of Hollywood®, Nine West®, Frye®, Jones New York®, Louise et Cie®, Sole Society®, Enzo Angiolini®, CC Corso Como®, Hickey Freeman®, Hart Schaffner Marx®, Adrienne Vittadini®, Taryn Rose®, Bandolino®, Misook®, 1.STATE®, CeCe®, Chaus®, Spyder®, Tretorn®, Tapout®, Prince®, Airwalk®, Vision Street Wear®, Above The Rim®, Hind®, Thomasville®, Drexel®, and Henredon®. For more information, please visit ABG-NYC.com.

CANNABIS LIFESTYLE PARTNERS

CLP is an investment and advisory firm focused on the emerging cannabis industry. CLP's corporate mandate is to inspire holistic wellness by augmenting the design, product development, production and branding of the world's most innovative cannabis products.

CLP boasts an in-depth understanding of the cannabis and biomedical industries, as well as the elaborate regulations involved. CLP is equipped with a suite of comprehensive solutions for emerging companies within the cannabis industry.

CLP contributes financial, operational, product development and branding catalysts to exclusive industry partners. These strategic contributions afford CLP's partners elevated abilities to build or expand core business units, while permitting autonomy and a continued focus on innovation. CLP's corporate website can be viewed at <https://cannabislifestylepartners.com/>.

ON BEHALF OF THE ICC INTERNATIONAL CANNABIS CORP BOARD OF DIRECTORS

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