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## **Liberty Leaf In Collaboration With ESEV R&D Launches Study To Demonstrate the Efficacy of CBD for Pain Management in Canine Osteoarthritis**

### **Research Project Managed by Israeli Based Pharmaseed Ltd.**

**Vancouver, BC – June 1, 2017:** Liberty Leaf Holdings Ltd. (CSE: LIB, OTCQB: LIBFF and FSE: HN3P) (the “Company” or “Liberty Leaf”) announced today that it has finalized the statement of work model and design for testing the efficacy of Cannabinoids (CBD) in canine osteoarthritis, which includes hip dysplasia, elbow dysplasia and stifle Degenerative Joint Disease (DJD).

The CBD research trial is part of a three-year collaborative CBD research agreement signed with ESEV R&D LLC, a leading Israeli-American research and development company. The project will be managed and overseen by Pharmaseed, ESEV’s partner in Israel.

#### **First Clinical Trial Details**

The study will include large mixed-breed dogs, which will receive the drug or placebos in the active phase of study, with the timeline to finish the activity estimated at between six to eight months. The focus will be on treating chronic pain due to hip dysplasia, and/or elbow dysplasia, or stifle DJD due to Canine Cruciate Ligament Disease (CCLD).

"I'm very excited as we have great confidence in this project" said Golan Vaknin, CEO & Co-Founder of ESEV. "We recruited world-renowned experts and, together with Liberty Leaf's medical veterinarian advisor, Mary Fitzpatrick, D.V.M, we designed a study that includes a comprehensive set of tests, in order to find the best available cannabis-treatment for dogs suffering from pain."

The association with Liberty Leaf has been many months in the making and the enterprise is now moving into a more mature phase, with this new study.

Will Rascan, CEO & President of Liberty Leaf, is just as enthusiastic: “We are truly gratified to be working alongside such an accomplished team as ESEV and Pharmaseed. Developing new Cannabinoid treatments to help alleviate the suffering of dogs launches us into uncharted territory, full of potential for ourselves and our shareholders. It adds immense equity to our brand and to shareholder value.”

## **The Opportunity**

Recent data from the U.S. Bureau of Labor Statistics, the U.S. Census Bureau, the National Pet Owners Survey conducted biannually by the American Pet Products Association and other resources report that US\$77 billion is spent by US consumers on their pets annually. Pet food and veterinary services are the two leading sources of spending within the industry.

Liberty Leaf is taking a two-pronged approach to bring our proprietary formula to market: 1) license the formula to a pet treat manufacturer; and/or 2) develop and market our own brand.

## **About Pharmaseed Ltd.**

Founded in 2003, Pharmaseed is Israel's largest GLP-certified pre-clinical CRO specializing in translational and regenerative studies. The company has all the necessities for NCE, biologics and medical-device development and first-in-man trials, such as safety evaluation in various animal models as well as complementary in-vitro/ex-vivo models and on-site human anatomy services.

Its competence lies in the pre-clinical projects, with large expertise in the following areas: Stem cell and Cellular Therapeutics, Angiogenesis, Cancer, Inflammation, CNS, Pain, Metabolic Disorders, Toxicology and Medical Devices.

<http://www.pharmaseedltd.com>

## **About ESEV R&D**

ESEV R&D is a research and development company, focused on plant breeding and using cutting edge genetic tools and technologies. ESEV is a privately-owned company based in New York, established in 2014. ESEV demographically focuses on North America and operates an R&D center in Israel. ESEV's experience and deep relationships within the Israeli medical community puts the team in a unique position to implement clinical studies cost-effectively and in short timelines.

<http://www.esevrd.com>

## **About Liberty Leaf**

Liberty Leaf Holdings Ltd. is a new Canadian-based, public company whose focus is to build and support a diversified portfolio of cannabis sector businesses, including cultivation, value added CBD/THC products, biotech research, and supply chain products within this dynamic and fast growing sector.

Liberty Leaf also owns 100% of North Road Ventures, a late-stage applicant under Health Canada's Access to Cannabis for Medical Purposes Regulations (ACMPR). For further info on the Company please visit <http://www.libleaf.com> or email [will@libleaf.com](mailto:will@libleaf.com)

## **On Behalf of the Board**

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