

INNOVATIV MEDIA GROUP (INMG) ACQUIRES CANNANET.TV

Cannabis related entertainment and informational channel to launch this year



LOS ANGELES, CA – April 12, 2017 – (IHub News Wire), Innovativ Media Group, Inc. (OTCPK:INMG) (“Company”), a multi-media content producer and distributor, today announced it has acquired the media assets of Canna TV OÜ and will be launching a new online, ad supported platform and channel CannaNet.TV <http://cannanet.tv/> which will stream curated and original entertainment, informational and educational video content related to the Cannabis and CBD culture and industries.

CannaNet.TV <http://cannanet.tv/> will program a broad mix of live action and animated series, news shows, specials, music videos and tutorials on an independent platform and expects to eventually offer interactive and ecommerce applications.

“Successful new video networks require large, organized communities and clearly defined audiences and we believe the burgeoning Cannabis space will enthusiastically respond to and support a professionally programmed and managed channel” said Company CEO Tom Coleman. Coleman continued “When these assets became available we moved fast as they will give us a foundation to jump start and develop the network. We expect the platform will be an attractive advertising medium for a wide range of Cannabis and CBD related businesses, products and services looking to target customers, which to date, have had limited online advertising options”.

CannaNet.TV <http://cannanet.tv/> is scheduled to be first available in the 4th Quarter 2017.

About Innovativ Media Group, Inc.

Innovativ Media Group (Innovativ) is a developer, producer and distributor of digital entertainment and other multi-media content. It distributes the motion picture assets of Lux Digital Pictures and, via New Broadway Cinema, develops adaptations of stage shows utilizing its trademarked DigiTheater™ Virtual Reality process. Innovativ also operates The Alien Interview Channel on YouTube in partnership with Fullscreen, the online channel HPLovecraft.TV and is a principal in the Film Finance Exchange.

<http://innovativmedia.com>

Forward-Looking Statements:

This press release contains certain "forward-looking" statements, as defined in the United States Private Securities Litigation Reform Act of 1995 that involve a number of risks and uncertainties. Statements, which are not historical facts, are forward-looking statements. The Company, through its management, makes forward-looking public statements concerning its expected future operations, performance and other developments. Such forward-looking statements are necessarily estimates reflecting the Company's best judgment based upon current information and involve a number of risks and uncertainties, and there can be no assurance that other factors will not affect the accuracy of such.

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