

INNOVATIV MEDIA (INMG) CLOSES DEMAND BRANDS INC PURCHASE



LOS ANGELES, CA – August 9, 2018 – Innovativ Media Group (OTCPK:INMG) (“Company”) today announced that it has closed on its acquisition of Demand Brands Inc., <http://www.demandbrandsinc.com> which is now a wholly owned subsidiary of the Company. Bruce Hannan and Guy Peckham have been installed as new Company Governors, Board Members and Officers. To reflect the expanding focus of the business the Company intends to change its name.

Bruce Hannan, CEO of Demand Brands Inc. said: “Tom has been great to deal with and we look forward to working on growing our businesses, creating greater awareness for the Company and contributing to improving shareholder value”

Guy Peckham President of Demand Brands Inc. said: “Our first order of new business will be to bring on board an experienced, professional Investor Relations firm to help us better communicate with current and prospective shareholders and to keep the public and potential partners better informed about our brands and businesses”

About Innovativ Media Group, Inc.

Innovativ Media Group (Innovativ) is a developer, producer and distributor of digital entertainment and other multi-media content and a principle partner in CannaNet.TV, which operates LocalCannabisDispensary.Com and Kush Processing. <http://innovativmedia.com>

About Demand Brands

Demand Brands, Inc. is associated with an array businesses and brands consumers have come to know and trust that market innovative and leading Edibles, Oils, Vapes and Beverage products and manages ventures in the Hemp + Healthy, Cannabis/CBD Superfoods and Education and Technology sectors that promote healthy lifestyles for women, men, children and pets. <http://www.demandbrandsinc.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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