



## **Laguna's Pro369 Hemp Protein Drink Is Featured At The NBA All-Star Weekend**

**February 17<sup>th</sup> 2017 - Escondido, CA - Laguna Blends Inc. (CSE: LAG) (OTC: LAGBF) (Frankfurt: LB6A.F) (the "Company" or "Laguna")** is pleased to announce that it will be featuring Pro369 hemp protein drink during the National Basketball Association (NBA) All-Star game weekend. Multiple marketing events will include strategic alliances with Isodiol and Rebound Magazine, the official magazine of the National Basketball Retired Players Association.

Pro369 is now included as part of Isodiol's, IsoSport line. Pro369 and IsoSport are being endorsed by retired National Football League (NFL) player and Super bowl winner, Marvin Washington. Marvin is an advocate of hemp-based products and is a brand ambassador for Laguna. The All-Star weekend runs from Friday, February 17th through Sunday February 19<sup>th</sup>.

Laguna Blends President & CEO, Mr. Ray Grimm states: "Having Isodiol include Pro369 in there IsoSport line alongside the NBA All-Star weekend is also a tremendous opportunity for exposure for Laguna and our hemp and CBD products."

"Pro369" is a single serving, "on-the-go," plant based, instant, hemp protein that is served cold and comes in 4 delicious flavors. Pro369 is water soluble and can be directly mixed in water, added to milk, almond milk or coconut milk. Pro369 can also be blended in a shake or smoothie.

"Pro369 contains HempOmega®, an environmentally sustainable, vegetarian source of Omega 3 and 6 that boasts a superior nutrient profile. Hemp Omega's greater ability to endure the digestive process delivers unmatched bioavailability, thereby maximizing its potential health benefits.

By 2020 the global sports nutrition market should reach US\$33.6 billion in revenues on the back of a 7 percent CAGR (compound annual growth rate), according to a recent market report from Allied Market Research.

The Minister of Health has granted a product license along with a natural product number ("NPN") for all four of the Pro369 flavors. They are all listed under the same NPN.

Pro369 hemp protein powder has been registered with Health Canada as a natural product, with the following approved health claims:

- 1) A source of protein that helps build and repair body tissues
- 2) Source of amino acids involved in muscle protein synthesis
- 3) Assists in the building of lean muscle
- 4) An adaptogen to help maintain a healthy immune system
- 5) Supportive therapy for the promotion of healthy glucose levels

## **About Laguna Blends Inc.**

Laguna Blends is a market leader in the distribution of Hemp as well as CBD products and owns a 19 percent equity stake in Carlsbad Naturals, a producer of high quality CBD water with nanotechnology. Lagunas growth strategy includes acquiring and incubating companies who formulate and or manufacture Hemp products. Laguna Blends markets Hemp products utilizing its B to B Network along with driving traffic to its online marketplace.

It's Lagunas intent to provide the highest quality hemp product experience for the end user, utilizing a proprietary nanotechnology in many of its consumable and topical skin care products. Laguna is currently seeking joint ventures and acquisitions to expand its portfolio and will aggressively begin international expansion into Asia and Europe in 2017.

\*HempOmega is a registered trademark owned by Naturally Splendid Enterprises Ltd. and is used under license by Laguna Blends Inc.

### **ON BEHALF OF THE BOARD**

“Ray Grimm Jr”

CEO, President & Director

### **CORPORATE COMMUNICATIONS:**

Howe & Bay Financial: [604-449-5302](tel:604-449-5302)

### **COROPRATE MEDIA:**

[ir@lagunablends.com](mailto:ir@lagunablends.com)

[www.lagunablends.com](http://www.lagunablends.com)

<https://cbdskincream.com/>

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