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LIQUID MEDIA GROUP ACQUIRES PROVEN GAMING PUBLISHER MAJESCO ENTERTAINMENT, ANNOUNCES \$4M PREFERRED SHARE FINANCING AND AMMENDS ARRANGEMENT AGREEMENT

VANCOUVER, BC – January 15, 2018 – Liquid Media Group Ltd. (“LMG” or the “Company”) is pleased to announce that it has acquired 51 percent of Majesco Entertainment Company, a proven gaming publisher that has had such hits as Zumba and A Boy and His Blob.

The Board of Directors of LMG is excited to add the Majesco assets to its portfolio of synergistic operations. Majesco is led by its current CEO Jesse Sutton who will now serve as LMG’s Gaming Advisor. LMG will use its production service capabilities to re-release Majesco’s library of gaming assets for all platforms including consoles, PC and mobile and extend Majesco’s assets into film and television verticals. The acquisition of Majesco fulfills LMG’s obligation to acquire a studio under the arrangement agreement with Leading Brands, Inc. (the “Arrangement Agreement”), announced on September 19, 2017.

LMG is also pleased to announce that it intends to complete a non-brokered private placement of newly created Class B Series I preferred shares (the “Preferred Shares”) for gross proceeds of up to U.S.\$4,000,000. LMG has received and accepted a subscription agreement for the entire offering. The Preferred Shares are priced at US\$1.022 per share and will be convertible to common shares in LMG on a one-for-one basis or into the resulting issuer following completion of the Arrangement Agreement on the same conversion terms as Liquid’s common shares are subject to under the arrangement. The Preferred Shares will also be entitled to an 8% annual dividend paid quarterly and are redeemable at LMG’s option. Closing of the Preferred Shares financing is conditional upon securities issuable upon the conversion of the Preferred Shares being conditionally approved for listing and trading on a recognized stock exchange or quotation system.

Net proceeds from the private placement will be used for working capital to continue the development of a vertically integrated studio across film, tv and gaming through a system of shared IP, network facilities and existing partnerships, such as the EUE/Sokolow relationship announced on September 15, 2017.

In connection with the Majesco acquisition and the Preferred Share financing, LMG and Leading Brands have amended the Arrangement Agreement. Under the new terms of the agreement, existing LBIX shareholders are now anticipated to hold 25.8% and LMG shareholders are anticipated to hold 74.2% of the post-transaction entity. For these purposes, existing LBIX shares were revalued at US\$1.78.

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securities have not been registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or the securities laws of any state of the United States and may not be offered or sold within the United States (as defined in Regulation S under the U.S. Securities Act) unless registered under the U.S. Securities Act and applicable state securities laws or pursuant to an exemption from such registration requirements.

About Liquid Media Group Ltd.

Liquid Media Group is a vertically integrated global studio producing content for all platforms including film, television, gaming and AR/VR through its network of shared services. With an extensive network of industry executives and financial partners, Liquid Media Group innovates and delivers creative content from inspiration through to distribution. Further information about the Company is available under its profile on the SEDAR website www.sedar.com. or more information, please contact:

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Forward-Looking Information:

This press release may include forward-looking information within the meaning of Canadian securities legislation. The forward-looking information is based on certain key expectations and assumptions made by the management of the Company. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company cannot provide any assurance that it will prove to be correct. These forward-looking statements are made as of the date of this news release and the Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws.