



Phivida appoints Covet Public Relations as U.S. Public Relations Agency of Record

New Agency Partner Specializes in CPG Category Leaders with a Proven Track Record of Launching New Brands via Successful Consumer-Centric, Result-Driven Campaigns

VANCOUVER and SAN DIEGO, CA, Dec. 11, 2018 /CNW/ - Phivida Holdings Inc. (CSE: VIDA OTCQX: PHVAF) ("Phivida" or the "Company"), today announced that they have appointed Covet Public Relations (Covet PR) as its national U.S. public relations agency of record, effective immediately. Covet PR, an award-winning public relations agency with offices in San Diego, New York City and San Francisco, will handle Phivida's communications efforts in the U.S. to support the visibility of the Oki lifestyle brand (www.feeloki.com) – the company's recently launched line of functional beverages and supplements infused with active hemp extract.

"We are very excited to be partnering with an agency of Covet PR's pedigree in the CPG space," said Mike Cornwell, CMO of Phivida. "The list of clients they've worked with to build their brands speaks for itself. They will play a pivotal role in helping us build awareness and excitement around the Oki brand in the U.S. market and we are looking forward to working with Sara and her bicoastal team for Oki's U.S. launch."

Covet PR works with some of the most innovative and fastest-growing companies in the food, beverage and beauty industry, and are led by trendsetters and forward thinkers who are tired of the status quo. The firm, which only launched less than five-years ago, has quickly become the go-to agency in the U.S. when it comes to telling stories of better-for-you brands in the CPG space.

"We are thrilled to be a part of the team enlisted in launching this disruptive brand in the U.S.," said Sara Brooks, Founder and CEO of Covet PR. "At Covet PR, we are laser-focused on working with category leaders in the CPG space, especially those with bold missions, and we couldn't be more excited to launch Oki as a leader in the quickly-growing CBD industry."

About Covet Public Relations

Covet PR is a national U.S. public relations firm specializing in food, beverage, and lifestyle brands in the CPG space. They are experts at creating consumer-centric, result-driven PR campaigns that generate buzz and move the needle for clients. Boasting a bicoastal portfolio with client hubs around North America, they offer invaluable media saturation across print, digital, influencer and broadcast platforms. Headquartered in San Diego, with offices in NYC and San Francisco, they pride themselves as experts in the evolving industry and have helped to launch several leading brands in the CPG space, including Suja, EPIC Provisions and CORE, among others. For more information, visit www.covetpr.com

ABOUT Phivida Holdings Inc.

Phivida Holdings Inc. is headquartered in Vancouver, BC with operations in San Diego CA. Phivida is a premium functional food and beverage company focused on whole plant nutrition and natural ingredients that help best maintain overall health and balance in the human body. The company infuses active hemp extract into a variety of premium beverages and clinical products for everyday health. Phivida embraces and celebrates a return to organic, natural, plant-based foods and beverages, and a focus on holistic health and wellness. The mission is to help reduce the world's dependence on pharmaceuticals and provide food and beverage choices that allow customers to live a balanced, healthy lifestyle. For more information, visit phivida.com

Website www.phivida.com, Toll free +1 (844) 744-6646 (ext. #2), Email IR@phivida.com; Investor Relations: Craig MacPhail, NATIONAL Capital Markets, 416-586-1938, cmacphail@national.ca; Canadian Media Relations: Amie Lauder, NATIONAL Public Relations, 416-586-1943, alauder@national.ca