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HIGHER LIVING:

## STWC Holdings announces formation of HILIFE Creative

*Industry veterans partner on full-service design, branding, and marketing agency*

LAKEWOOD, Colo. (Oct. 23, 2018) – STWC Holdings, Inc. (OTCPK: STWC) has entered into a joint venture with Michael Hornbeck, the founder of Soapoint Graphics LLC, to create a cannabis-focused branding and marketing services agency.

The new agency, called HILIFE Creative, will begin consulting with clients in the legalized cannabis industry on all levels of brand development and exploration, protection strategy, audience analysis, core values, messaging and graphics. In addition, HILIFE Creative will provide industry-specific store design services.

STWC entered into the joint venture with Michael Hornbeck, who founded his own custom design and print company in 2007. He has worked with legalized marijuana businesses since 2010. Also included on the team are David Van Eaton, who has agency experience with Integer; and Erin Phillips, president and chief executive officer of STWC, one of the nation's [leading cannabis business consulting firms](#) based in Lakewood, Colo. STWC will control 51 percent of the joint venture, and Hornbeck will control the remainder.

“We plan to make these great creative resources available to STWC clients moving forward,” said Phillips, “and we think the combination of so much expertise within the cannabis industry will maximize our clients’ effectiveness and efficiency.”

STWC recently announced that it had established 14 new consulting contracts with potential for nearly \$4 million in revenues.

Management anticipates that HILIFE Creative will develop into an industry leading agency by leveraging its experience and reputation.

“There is currently a significant demand for high-quality differentiations of brands and identities in this competitive and ever-changing marketplace,” Phillips said, “and we will tap into that demand.”

Hornbeck has won awards for his graphic design work in the cannabis/marijuana industry in recent years, and his branding activities have been applied to customers’ event planning, social media, websites, store interiors and more. Through his agency, he has provided cannabis-specific branding and marketing services to clients in five states.

[About STWC Holdings, Inc.](#)

Headquartered in Lakewood, Colo., STWC Holdings, Inc. (OTCPK: STWC) plans on becoming a complete

ecosystem of entities and services that support the burgeoning cannabis industry. From capital, strategic partnership, and seed-to-sale consulting to design, marketing and advertising services, we intend to be highly diversified within the industry. We are a team of highly capable industry veterans that creates value for our partners by providing access to our comprehensive suite of assets. We develop made-to-order solutions to address the range of challenges that cannabis entrepreneurs and businesses face. We believe in the value of cannabis, and we're laying the foundation for its future. For more information: 303-736-2442.

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