

# Windfire Capital Welcomes Branding and Marketing Executive Robert C. Harrison to its Board of Directors

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VANCOUVER, Apr 22, 2014 - [Windfire Capital Corp.](#) (TSX VENTURE:WIF) ("Windfire" or the "Company") is pleased to announce Mr. Robert C. Harrison as an addition to its board of directors. Rob's vast knowledge of marketing, branding and the operational side of large scale business will strengthen and accelerate Windfire's advancements in the thriving medical marijuana industry.

After attending the Harvard Business School in Cambridge, Massachusetts, Mr. Harrison has spent 35 years as an executive in branding, marketing and General Management and after having attained the position of Senior Vice President and General Manager of William Neilson Limited a division of George Weston Limited, Mr. Harrison went on to build several other very successful brands and was responsible for acquiring the licenses for and launching both Haagen Dazs and Ben & Jerry's Ice Cream in Canada.

Mr. Harrison has consulted for many Fortune 500 companies including Heinz, Nabisco, Nestle and Slim Fast. He has an extensive corporate background in product branding, licensing, manufacturing and the food processing industry. Mr. Harrison is currently President of Global Garden Group of Vancouver, B.C., which is a dairy-free natural food provider committed to bettering people's lives and the planet through enhancing health and well-being.

Mr. Harrison has successfully raised in excess of \$23 million for Shape Foods Inc. of Brandon, MB. He was also responsible for engaging and securing the license in Canada for Cadbury and Weight Watchers and in raising in excess of \$30 million for plant construction and operational deployment. His extensive back ground includes, numerous debt and equity financings, reverse take overs and the creation of a business strategy that has resulted in business growth in excess of 50% year over year.

The Company would also like to announce that Keith Anderson has resigned as a director of the Company effective immediately. We thank Mr. Anderson for his contribution to the Company and wish him well in his future endeavors.

Windfire Capital Corp.

Clive Massey  
President and CEO

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