

GeoNovus Further Strengthens Uruguayan Political and Technical Cannabinoid Expertise of Its Advisory Board

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VANCOUVER, BC -- (Marketwired - September 30, 2014) - [GeoNovus Corp.](#) (CNSX: GNM) ("GeoNovus" or the "Company") is pleased to announce the addition of five key Uruguayan personnel to its advisory board, and a working systems and operations partnership with agricultural operations company Urugrow. Joining Daniel Sztern and Enviro Consultores ("Enviro") are green tech innovator Thomas Sztern, nano systems engineer Daniel Carbo, government cannabis framework consultants Dr Alvaro Dasilva and Leonardo Costa, and ER physician and clinical trial consultant Dr Sacchi.

The new advisors bring significant strategic values to GeoNovus, including: full access to advanced laboratory facilities and personnel for cannabinoid sciences work, and intellectual property (IP) product development in Montevideo.

GeoNovus president Mike England states, "We have been fortunate to have the opportunity to assemble a 'Uruguayan Dream Team' for our goal of producing intellectual property patents for licensing globally through the development of cannabinoid and industrial hemp products. Because of its unrestricted research policies and the recent legalization of marijuana in Uruguay, we believe the country offers the best operating environment in the world for marijuana and hemp cultivation, distribution and research. Geonovus has secured the ability to hand pick from a wide range of cannabinoid and industrial hemp opportunities in Uruguay; working with North American-based partners that currently find their research and product development restricted by existing US and Canadian legislation."

The GeoNovus Uruguay Team now includes:

Daniel Sztern -- Former National Director of the Environment for the Uruguayan government, Environmental Manager of state-owned water and sanitation company OSE, environmental consultant for several municipalities, advisor for the solid domestic waste plan for Uruguay's Mayoral Congress, and advisor to the Minister of Economy on environmental and social issues.

Daniel Carbo -- Nano systems engineer focused on nano parameters of fibers in cellulose-based polymer systems and binders. Will lead on standardization and protocols for research in trials and development of industrial hemp. Will create protocols for harvest, extraction, laboratory work and research specs, as well as lab build out, research overview, DNA, seed registration, and decort.

Thomas Sztern -- Founder of FUCO (Uruguayan Factory of Solar Collectors), a company focused in innovation and development of environmentally friendly technology, with a focus on domestic capital and labor. At FUCO, Sztern established a direct relationship with Uruguayan government entities in establishing new technologies, including staff specific training, opening of new markets, creation of associated media, supplier acquisition, machinery purchasing and ground-up innovation.

Enviro (www.enviro.com.uy) -- A Uruguayan consulting group headed by Daniel Sztern, which offers effective solutions in projects development, environmental and sustainable development fields. Enviro's services are oriented to public institutions and private companies, providing expert knowledge taking into consideration economic trends and institutional and social frameworks. The Enviro team, which includes engineers, chemists, researchers, accountants, lawyers and marketing personnel, is complemented by other national and internationally recognized experts through strategic alliances.

Urugrow -- A systems management team handling operational demands and systems implementation, including lighting, nutrients and breeding -- in conjunction with Uruguayan grower clubs. Urugrow handles all club operations, management of all growing systems, and will run pilot programs for new grow, lighting, nutrient, and breeding technology. Urugrow will also assist with advocacy within the Uruguay medical and recreational industry, giving GeoNovus the ability to measure modern indoor agricultural systems and processes and establish best practices.

Dr. Alvaro Dasilva and Leonardo Costa -- Local pioneers in the cannabis deregulation sector, Dasilva and

Costa helped frame the national government rules and legislation. With Dasilva experienced in the scientific side of the industry and Costa offering legal knowledge, the pair bring high level backing to government and industry affairs.

Dr. Florencio Sacchi -- A practicing emergency physician, Dr. Sacchi will oversee, consult and observe all grower club management and all ethical and societal impacts regarding co-op and recreational cannabis use, as well as assist in transitioning the growers club into a medical research framework. Dr. Sacchi will help create data systems to understand and use grow data for research and development with a view towards eventual clinical trials. Dr. Sacchi offers the first regulated and research driven platform in Uruguay focused on gaining insight into, and operational viability of, scaling cannabinoid development.

GeoNovus's operations in Uruguay include but are not limited to:

Bio technology and veterinary nutritional systems for veterinary applications

- Cannabinoid sciences and IP product development (CBD/THC)
- Industrial hemp plantations for export from Uruguay
- Testing and trials to prove efficacy of cannabis-based therapies
- Industrial hemp research and application development
- Third party cannabis research for international companies in the medical marijuana, biotech and health sectors

While Canada has allowed limited use of medical marijuana and hemp in recent years and certain states in the US have moved toward legalization, Uruguay recently became the first nation in the world to fully legalize the sale, cultivation, distribution, research and consumption of cannabis. GeoNovus recently announced it has signed definitive agreements with a private Uruguay "SA" company and its principal Julian Strauss, both of whom are actively working in multiple areas of the cannabinoid sciences, industrial hemp and medical marijuana industries in Uruguay.

Uruguayan Operations

GeoNovus will focus on four main objectives during initial operations in Uruguay:

- Establish hemp farm for export market and research
- Produce and patent hemp and marijuana IP research and products
- Develop IP and commercial feasibility for CBD prototypes
- Cultivate Private-Public Partnerships

On December 10 2013 Uruguay became the first country in the world to legalize the sale, cultivation, distribution and consumption of cannabis (marijuana). Uruguay's legalization of cannabis reflects a growing worldwide urge to find new and less violent solutions to drug trafficking. In May 2014, government spokesperson Diego Cánepa said, "it's about creating rules that will refocus government efforts on prevention and taking the market from the hands of ruthless drug traffickers that only care about money."

Cánepa goes on to report that despite the development of the domestic Uruguay market as a priority, several representatives from countries like Israel, Canada and Chile have contacted them to enquire about importing prospects. "It was not the law's intention to regulate international trade of marihuana, but Uruguay is open and enthusiastic at the possibility," said Cánepa to Uruguayan newspaper La Red 21.

For international labs experimenting with the potential use of marijuana, Uruguay could be a potential answer for raw material -- particularly now that the Netherlands, a traditional provider of the plant, cannot meet the international demand, and with restrictions on research in North America.

This emerging global multi-billion dollar industry is in the process of significant regulatory and legal reform that offers participants an explosive growth opportunity.

For further information please contact: 604-683-3995 or info@geonovusminerals.com.

ON BEHALF OF THE BOARD

Michael England
President

Forward-Looking Statement: Some of the statements in this news release contain forward-looking information, including with respect to the Company's anticipated operations in Uruguay, the Uruguayan cannabis, industrial hemp and medical marijuana industries, the Canadian medical marijuana industry and the US marijuana industry that involves inherent risk and uncertainty affecting the business of the Company, including risks regarding operations in a foreign country. Actual results may differ materially from those currently anticipated in such statements. No assurance can be given that any of the events anticipated by the forward-looking statements will occur, or, if they do occur, what benefits the Company will obtain from them. These forward-looking statements reflect management's current views and are based on certain expectations and assumptions which may prove to be incorrect. The forward-looking information is provided as at the date of this news release.

Information References

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Contact

Suite 1220 - 789 West Pender Street
Vancouver, British Columbia, V6C 1H2
Telephone (604) 683-3995, Toll Free: 1 888 945-4770
Facsimile: 1-604-683-3988
www.geonovusminerals.com
info@geonovusminerals.com

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