

Point Loma Retains Hybrid Financial Inc. for Strategic Investor Relations Initiatives

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CALGARY, Alberta, Feb. 01, 2018 (GLOBE NEWSWIRE) -- [Point Loma Resources Ltd.](#) ("Point Loma") (TSX-V:PLX) today announced that it has retained the services of Hybrid Financial Inc. ("Hybrid") for strategic investor relations initiatives. The initiatives will include marketing, distribution, and branding services for Point Loma with a specific focus on elevating Point Loma's profile via brokers in the United States and Canada.

Pursuant to the agreement, Hybrid will receive a monthly retainer of \$14,000 commencing immediately. Following the initial term of three months, the agreement will be automatically renewed on a month-to-month basis unless terminated on 15 days' notice. Hybrid does not have any interest, directly or indirectly, in Point Loma or its securities, or any right or intent to acquire such an interest.

Founded in 2003, Hybrid is a high impact sales and marketing company working on behalf of clients in the financial services industry. Hybrid's unique approach helps effectively and efficiently build brands and launch products on behalf of small, medium, and large clients. Offices in Toronto and Montreal allow Hybrid to comprehensively cover both United States and Canadian markets. Hybrid is a strong and growing team of 35+ sales professionals and 70+ sales call agents with a proprietary database of over 300,000 United States and Canadian brokers.

About Point Loma

Point Loma has updated its corporate presentation and it is available on the website as noted below.

Point Loma is a public oil and gas exploration and development company focused on conventional oil and gas reservoirs in west central Alberta. Point Loma controls over 150,000 net acres (230 net sections) and has a deep inventory of opportunities in the Mannville, Nordegg, Banff and Duvernay Shale formations. Point Loma's business plan is to utilize its experience to drill, develop and acquire accretive assets with potential for horizontal multi-stage frac technology and exploit opportunities for secondary recovery. For more information, please visit Point Loma's website at www.pointloma.ca or Point Loma's profile on the System for Electronic Document Analysis and Retrieval website at www.sedar.com.

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