

SOFTWARE EFFECTIVE SOLUTIONS "MEDCANA" (OTC: SFWJ) RETAINS INTERNATIONAL MONETARY FOR INVESTOR RELATIONS, CAPITAL FORMATION, AND OTHER STRATEGIC SERVICES



NEWS RELEASE BY SOFTWARE EFFECTIVE SOLUTIONS CORP.

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McapMediaWire -- Software Effective Solutions, (OTC Pink: **SFWJ**) ("The Company", "SFWJ") is pleased to announce it has entered into a formal agreement with International Monetary (www.intlmonetary.com), a merchant bank based in Newport Beach, CA, who will assist Software Effective Solutions Corporation in identifying new business prospects and strategic partnerships, as well as source capital so the company can continue to expand.

Jose Gabriel Diaz, The Company's CEO states: "We are pleased to have signed an agreement with International Monetary and believe that this additional support will facilitate the Company's access to an increased shareholder base, raising awareness of the company in the marketplace, and uncovering synergistic opportunities going forward."

International Monetary's Managing Director, Mr. Blaine Riley added, "After discussing and reviewing the company objectives and opportunities, we immediately recognized the enormous potential for this SFWJ and its Medcana and are excited to be part of what I expect will be one of the most talked about emerging growth stories in its sector. On the investor relations side, we will direct a series of initiatives to enhance shareholder value and ensure liquidity, and through our investment banking and strategic advisory arm, we will also advise the company on matters such as capital resources, structured financing, mergers, and acquisitions, and advise the company's management on other strategic decisions".

"We are very happy where we are today. We have done a phenomenal job with the companies that we have acquired to ensure we build an ecosystem that supports our operations and those of our clients." adds Diaz.

PHARMACEUTICAL GRADE CANNABIDIOL

Our team of pharmaceutical scientists are some of the most respected chemists in the country. They'll ensure we'll be creating premium cannabinoids and cannabis extracts that will meet the worldwide demand. Our technology will help guarantee traceability and quality at a level unlike anything in the industry.

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ABOUT SFWJ: Software Effective Solutions/MedCana is a global infrastructure and holding company in the cannabis industry. Currently, MedCana has five companies focused on pharmaceutical cannabis production, one software company focused on managing processes for plant-to-patient operations. The recent acquisition an irrigation and greenhouse technology company has rounded out MedCana's portfolio of companies. MedCana's initial focus is on developing clients and companies in Latin America with an initial focus in Colombia and partnerships with laboratories, research facilities, and hospitals throughout the world.

About International Monetary: Founded in 1997, IM recognized a need to provide investment banking services with the speed and precision that is required in the new internet and technology economy. IM focuses on turnaround situations and rapidly growing small companies, specializing in debt/equity financing of under \$1 billion. IM is led by a team of Managing Directors that offer a number of strategic advisory services, including: sourcing capital sources, M&A consultation, int'l licensing/commercialization, product/service distribution, advertising and marketing, and shareholder enhancement services. To learn more about IM, go to: www.intlmonetary.com

SAFE HARBOR STATEMENT

This press release contains forward-looking statements that can be identified by terminology such as "believes," "expects," "potential," "plans," "suggests," "may," "should," "could," "intends," or similar expressions. Many forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results implied by such statements. These factors include, but are not limited to, our ability to continue to enhance our products and systems to address industry changes, our ability to expand our customer base and retain

existing customers, our ability to effectively compete in our market segment, the lack of public information on our company, our ability to raise sufficient capital to fund our business, operations, our ability to continue as a going concern, and a limited public market for our common stock, among other risks. Many factors are difficult to predict accurately and are generally beyond the company's control. Forward-looking statements speak only as to the date they are made, and we do not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

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