



Choose Rain, Inc.

105 Pine Creek Trail
Ormond Beach, FL 32174

NEWS RELEASE

Choose Rain, Inc. Update on the Product License Agreement with Cloudburst Distribution Pty Ltd.

Ormond Beach, FL, September 14, 2016 - Choose Rain, Inc., (CHOS), issued a clarification today concerning the Exclusive Product License Agreement with Cloudburst Distribution Pty Ltd (Cloudburst). The Exclusive License Agreement requires Cloudburst to generate sufficient revenues under the previously announced license agreement, such that the 10% license fee will pay all of CHOS' debt.

CHOS will benefit from all sales of Cloudburst products sold in the USA or manufactured in the USA but sold abroad. Cloudburst has perfected a line of herbal products infused with Hemp CBD and previously announced that the first contract, valued at \$1.2M. That contract will continue to grow and has risen to \$2.2M from Hemp CBD oil to be mixed and shipped back to the USA for sales and distribution. This initial contract refers to the Herbal products and the CBD infused products only. Cloudburst is finalizing discussion with agents in the lower 48 states to sell the products. CHOS will receive a 10% fee on all revenues.

Cloudburst has a series of distillation units to distill oils and other herbal products that are pure, organic and produced at a dramatically lower cost. These unique stills also allow one to produce product within a very short period of time compared to standard brewing processes. Not only is the liquor super concentrated, it also uses age infused staves to make the liquor taste like a fine liquor that has been aged for decades. The process allows Cloudburst to eliminate the harsh, nasty taste of liquor when it is not properly aged and makes it quite smooth nearly indistinguishable from the real liquor.

"CHOS has positioned itself to capitalize on the growth of the CBD products and the 'Green Rush' with high value, organic herbal products." said Larry Curran, CEO of Choose Rain, Inc. *"CHOS has expanded its scope by aligning itself with Cloudburst. So grows Cloudburst and CHOS will share through the 10% fee."*

Les McCall, a Cloudburst representative, said: *"We are quite happy with the agreement and expect to generate revenues in the near term sufficient to pay off CHOS debt. Cloudburst is in discussions to supply high-end, limited edition liquors across the globe. These liquors are unique in their flavor and will stand out, while reducing costs thereby increasing profits. That's the formula for success and Choose Rain has it."*

Statement as to Forward-Looking Statements. - Certain statements in this release that are not historical facts are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may be identified by the use of words such as "anticipate," "believe," "expect," "future," "may," "will," "would," "should," "plan," "projected," "intend," and similar expressions. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking statements. The Company's future operating results are dependent upon many factors, including but not limited to the Company's ability to: (i) obtain sufficient capital or a strategic business arrangement to fund its expansion plans; (ii) build the management and human resources and infrastructure necessary to support the growth of its business; (iii) competitive factors and developments beyond the Company's control; and (iv) other risk factors. We assume no obligation to update the information contained in this news release.

Larry Curran, President and CEO
Choose Rain, Inc.
Larry@ChooseRain.com

