



PRESS RELEASE

For Immediate Release

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Surna's Indoor Cultivation Expert Brandy Keen Shares How to Generate Better Efficiencies With Greater Yield at Three Industry Conferences in October

Solutions will highlight cannabis industry's environmental impact and introduce best practices to reduce energy cost and water consumption while increasing crop yield

Boulder, Colorado, October 3, 2017 —Brandy Keen, Surna Inc.'s (OTCQB: SRNA) Sr. Technical Advisor and Co-founder, will be speaking on the topic of cannabis energy and water conservation solutions that produce greater yield at three upcoming conferences in October:

- Cannabis World Congress and Business Expo (CWCBEpo) in Boston on Oct. 5
- Sustainability Symposium in Denver on Oct. 17
- CannaGrow Expo in Denver on Oct. 28

Keen works with Surna clients to guide them on industry best practices and practical ways that they can use to conserve energy cost effectively without sacrificing quality. This value-added approach includes explaining complex and rapidly changing regulatory environments—and how to successfully navigate them, along with sharing best practices and state-of-the-art knowledge in the facility design process.

“Consumption of electricity and water is a recurring monthly expense that can have a huge impact on the bottom line. When properly optimized, energy consumption can be reduced significantly, and indoor facilities can use dramatically less water than outdoor or greenhouse facilities,” Keen said. “In an increasingly competitive marketplace, every cultivator should be focusing on how to reduce operating costs without sacrificing production,” Keen added.

The cannabis industry's energy consumption is estimated in the United States at 1% of national electricity use, or \$6 billion each year¹. Keen will describe six key ways to conserve energy during her presentations.

“When cultivators improve on energy and water conservation, the entire industry wins collectively in an environmentally sensitive way”, Surna CEO Chris Bechtel said. “Surna is committed to being a thought leader in this ongoing effort,” added Bechtel.

For more information on Surna, please see www.surna.com.

About Surna

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Surna, Inc. is a Boulder, Colorado-based manufacturer of a proprietary line of optimized lighting, environmental control and air sanitation systems for state-regulated cannabis cultivation facilities as well as traditional indoor agricultural facilities (www.surna.com). We develop innovative technologies and products that monitor, control and or address the energy and resource intensive nature of indoor cannabis cultivation. Our goal is to provide intelligent solutions to improve the quality, the control and the overall yield and efficiency of controlled environment agriculture. Though our customers do, we neither produce nor sell cannabis. Surna is a public company whose shares are traded on the OTC Markets under the ticker symbol "SRNA."

Forward Looking Statements

This press release contains forward-looking statements regarding the Company's future business expectations, which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors including Surna's ability to monetize service components, Surna's support of premium prices for existing products, commercialization of research and development efforts and continued expansion of legal cannabis markets. Other risks and uncertainties include, among others, risks related to new products, services, and technologies, government regulation and taxation, and fraud. In addition, the current global economic climate amplifies many of these risks. More information about factors that potentially could affect Surna's financial results is included in Surna's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings. The Company cautions readers not to place undue reliance on any such forward-looking statements, which speak only as of the date made. The Company disclaims any obligation subsequently to revise any forward-looking statements to reflect events or circumstances after the date of such statements or to reflect the occurrence of anticipated or unanticipated events.

Statement about Cannabis Markets

The use, possession, cultivation, and distribution of cannabis are prohibited by federal law. This includes medical and recreational cannabis. Although certain states have legalized medical and recreational cannabis, companies and individuals involved in the sector are still at risk of being prosecuted by federal authorities. Further, the landscape in the cannabis industry changes rapidly. What was the law last week is not the law today and what is the law today may not be the law next week. This means that at any time the city, county, or state where cannabis is permitted can change the current laws and/or the federal government can supersede those laws and take prosecutorial action. Given the uncertain legal nature of the cannabis industry, it is imperative that investors understand that the cannabis industry is a high-risk investment. A change in the current laws or enforcement policy can negatively affect the status and operation of our business; require additional fees, stricter operational guidelines and unanticipated shut-downs.

¹<http://evanmills.lbl.gov/pubs/pdf/cannabis-carbon-footprint.pdf>