



Indoor Grow Expert Brandy Keen Presenting Energy Conservation Solutions to Increase Yield at Indoor Ag-Con in Las Vegas

Ag-Con attendees will learn valuable best practices garnered from a 10-year cannabis industry veteran applicable to all indoor grow operations

BOULDER, Colo. — May 1, 2017 —Surna Inc. (OTCQB: SRNA) co-founder and director, Brandy Keen will make a presentation on best practices in indoor crop cultivation at the Indoor Ag-Con to be held in Las Vegas on May 4.

Ms. Keen's presentation will address six top best practices growers can immediately implement that will impact their bottom lines, without sacrificing yield or product quality. According to a July 1, 2015 article in *The Denver Post*, between 2012 and 2014 the electricity used at indoor cultivation facilities in Denver more than doubled from 86 million to 200 million kilowatts.

"Looking at the surge in energy use in Denver, we have to learn how to make indoor grows sustainable while still yielding a great crop," Keen said. "Solving the problem of energy conservation without compromising crop yields is an issue that affects all indoor cultivation facilities, regardless of the crop that is being grown," Keen said.

Further, the Columbia Journal of Environmental Law sites in a July 7, 2015 article that U.S. indoor cannabis grow operations account for \$6 billion dollars in energy use annually. Cannabis indoor grow operations consume six times as much energy as the pharmaceuticals industry, and requires eight times as much energy per square foot as the average U.S. commercial building.

By utilizing state-of-the-art solutions such as hybrid facilities, rebate options and new technologies, it is possible to significantly increase the energy efficiency for indoor growing facilities.

Indoor Ag-Con expects up to 700 attendees at the event. For more information on Surna, please see www.surna.com.

About Surna

Surna Inc. (<http://www.surna.com>) develops innovative technologies and products that monitor, control and or address the energy and resource intensive nature of indoor cannabis cultivation. Currently, the company's revenue stream is based on its main product offerings - supplying industrial technology and products to commercial indoor cannabis grow facilities.

Headquartered in Boulder, CO, Surna's diverse engineering team is tasked with creating novel energy and resource efficient solutions, including the company's signature water-cooled climate control platform. The company's engineers continuously seek to create technology that solves the highly specific demands of the cannabis industry for temperature, humidity, light and process control.

Surna's goal is to provide intelligent solutions to improve the quality, the control and the overall yield and efficiency of CEA. Though its clients do, the company neither produces nor sells cannabis.

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.

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