

PRESS RELEASE



For Immediate Release

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Surna Rebrands to Reflect Company Growth and Changing Cultivation Industry
New website and brand development strategy highlight technology's impact on cultivation industry

Boulder, Colorado, August 30, 2017 – Surna Inc. (“Surna” or the “Company”) (OTCQB: SRNA) announced the launch of a new website and brand strategy to reflect Surna’s rising position as a go to solutions provider and the increasing impact its technology is having on the cultivation industry.

Surna, Inc., has become a leader for indoor grow cultivation through its expertise and technology developments in climate control and biosecurity systems.

“Surna was founded by two dreamers in a garage who saw a way to dramatically decrease energy and water usage for indoor grows while economically optimizing efficiency and crop yield,” said Jamie English, Director of Marketing for Surna. “We have rapidly advanced from a startup to a publicly-traded agtech company with a team of experts and leading industry partners, and we want the Surna brand to reflect our growth.”

Surna’s new user-friendly website makes it especially easy for engineers and contractors responsible for building indoor grows to quickly find relevant information on products, services and implementation strategies for optimizing heating, cooling and water strategies. The architecture of our website saves valuable time for these professionals, and our offerings allow them to design and recommend systems with confidence.

“Surna is aiming to bridge the information gap for engineers and contractors and facilitate partnering opportunities with them, especially in states where cannabis is newly legal. We believe Surna can provide sound technical advice on best practices and the products required to optimize grow efficiency and ultimately create an economical and successful indoor grow for their clients,” said Troy Rippe, Sr. Technical Advisor – Systems Engineering & Product Development, who joined Surna in May after 12 years as a technical sales representative for Trane, a world leader in air conditioning systems, services and solutions.

Surna’s new website also provides a more user-friendly experience for cultivators, consultants and cultivation investors so they can more easily find information specific to them.

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About Surna

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.

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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