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Mentor Capital Again Invests in G FarmaLabs Success

Wall Street Mentor and Cannabis Leader Bridge Money into the MJ Market

SAN DIEGO--(BUSINESS WIRE)-- Mentor Capital, Inc. (OTCQB: MNTR) is happy to announce that it has extended its funding to G FarmaLabs by an extra 20% with an additional loan on top of last month's million dollar investment in this global cannabis leader founded under the vision, energy and genius of Ata Gonzalez. As his new advertisements indicate, Ata chooses to utilize the additional liquidity from this month's two hundred thousand dollar investment to help launch G Farma's program for the financing and support of new commercially licensed cultivators.

These early investments are a microcosm of the larger common vision of Mentor and G Farma. Ata Gonzalez explains, "There is a huge disconnect between cannabis operators and outside businessmen with financial resources. The businessman can build a \$20 million facility, but fail to profit in the unique marijuana market. The experienced operator could build a \$120 million brand if he could link to responsible financing. Yet, they will both fail to find great success unless a bridge can be built to connect both worlds. Mentor and G Farma provide that money-to-market bridge."

Mentor Capital CEO, Chet Billingsley, concurs, "Investors and institutions that want to participate in the 2017 GreenRush and 34% projected annual medical marijuana and adult cannabis market growth can be comfortable with the public structures of Mentor Capital. In turn, we look to work through and with G Farma to receive, channel and in some cases approve major cannabis recipients of the investor funds we send across the bridge into G Farma or to other major operators they endorse. Our particular core focus is larger cannabis companies that, like G Farma, could benefit from sophisticated mentoring toward an IPO in addition to our significant cash investment."

Billingsley concludes, "Over the years, in other sectors, Mentor Capital has focused on raising and then carefully deploying investors' capital by teaming with great performers like Ata Gonzalez. Starting in 2000 with a company value of just \$260,000 Mentor has grown to a market capitalization of \$36 million. Most Mentor funds have been recently raised for the cannabis sector and overall, direct investors are reflecting a 200% gain. But, we are humbled by Ata who started with much less in 2009, slept next to his product to keep it safe, and by October 2016 was discussing events involving 2.5 tons of marijuana. I just have to think that our bridging millions in capital to these tons of marijuana, working with a great guy I have been discussing this with since 2013, is a winning opportunity for us all."

About Mentor Capital: The Company seeks to come alongside and assist private medical marijuana and cannabis companies and their founders in meeting their liquidity

and financial objectives, to add protection for investors and to help incubate private cannabis companies. Additional important information for investors is presented at: www.MentorCapital.com.

This press release is neither an offer to sell, nor a solicitation of offers to purchase, securities.

Forward Looking Statements: *This press release contains forward-looking statements within the meaning of the federal securities laws, including statements concerning financial projections, financing activities, corporate combinations, product development activities and sales and licensing activities. Such forward-looking statements are not guarantees of future results or performance, are sometimes identified by words of condition such as “should,” “could,” “expects,” “may,” “intends,” “seeks,” “looks,” “moves,” or “plans” and are subject to a number of risks and uncertainties, known and unknown, that could cause actual results to differ materially from those intended or anticipated. Such risks include, without limitation: nonperformance of investments, partner and portfolio difficulties, potential delays in marketing and sales, problems securing the necessary financing to continue operations, problems involving continued illegality of cannabis products, potential of competitive products, services, and technologies, difficulties experienced in product development, in recruiting knowledgeable personnel, in collecting judgments and in protecting intellectual property. Further information concerning these and other risks is included in the Company’s Form 10-K and 10-Q filings which, along with other very important information about the Company, can be found here:*

<http://mentorcapital.com/disclosures/>

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