

January 16, 2018



Mentor Capital Cash Investment in G Farma Now at \$1.8 Million

Seven Funding Tranches Support Cannabis Operator Expansion

SAN DIEGO--(BUSINESS WIRE)-- Mentor Capital, Inc. (OTCQB:MNTR) announced that during January it has funded an additional \$900,000 into G FarmaLabs bringing the ten month multi-investment total by Mentor into G Farma to \$1.8 million, which is in addition to an early and separate \$600,000 stock transaction. "With Mentor's financial support, G Farma is now expanding its extraction and bottling business to conquer the California adult use market," according to G Farma founder, Ata Gonzalez. "We have a great relationship with Mentor Capital's executive team and I am honored that they have chosen again and again to ensure our growing brand has been and continues to be well-funded as we move into the exciting cannabis future."

Mentor CEO Chet Billingsley reports, "Our shareholders have already purchased new shares during 2018 to substantially fund the entire current G Farma financing. We have the happy circumstance of excess cash to invest, a great operating team inspired by Ata Gonzalez to channel investments and acquisitions, all operating in the high growth medical marijuana and adult use cannabis market that is off to a good start in 2018."

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 larger 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 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:

<https://ir.mentorcapital.com/sec-filings>

The Company undertakes no obligation to update or revise such forward-looking statements to reflect new information, events or circumstances occurring after the date of this press release.

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