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Mentor Capital Again Leads in Marijuana Investment Sector

Ranked First in Viridian Capital Cannabis Stock Index Report for M&A

SAN DIEGO--(BUSINESS WIRE)-- Mentor Capital, Inc. (OTCQB: MNTR) is pleased to announce that Viridian Capital Advisors has again this year ranked Mentor Capital first in its just released and comprehensive Viridian Cannabis Stock Index Report for early 2015. In their report, Viridian noted that in the Investments/M&A sector, "While most of the stocks in this sector fell, Mentor Capital (OTCQB:MNTR) realized double-digit gains, up 20.0% following a rally in early January."

"Michael Swartz's analysis of a 'January effect' whereby prices recover from year-end tax selling was particularly on the mark and seems to be a macro effect we see in play across the overall cannabis sector this year, also," adds Mentor's CEO Chet Billingsley. "Mentor Capital is pleased that our value focused investment approach has paid off in increasing book value and revenue per share which is now approximately double that of the Nasdaq Composite Index, which itself outstrips typical cannabis ratios."

Mentor reports that to better showcase its value investing approach to its investors it will launch a value focused cannabis index of major marijuana stocks this year. "We provide liquidity at a very high multiple for the founders and backers of the private cannabis companies who ask to work with us. Mentor bases those valuations solely on multiples of sales, earnings, growth and cash in a predictable formula. Successful, confident owners and value investors alike are attracted to this comprehensive program and happily that seems to keep us on Viridian's radar," concludes CEO Billingsley.

About Mentor Capital: The Company seeks to come alongside and assist medical marijuana and cannabis companies and their founders in meeting their 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 and in protecting intellectual property. Further information concerning these and other risks is included in the Company's 10-K and 10-Q filings including the Company's most recent Quarterly Report on Form 10-Q for the quarter ended September 30, 2015 which, along with other very important information about the Company, can be found filed with the SEC and here:

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

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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