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RastaEmpire Signs Deal to Design, Produce, Distribute Julian Marley JuJu Royal Products

JACKSONVILLE, Fla. (Dec. 11, 2015) — RastaEmpire, the leading reggae and marijuana lifestyle apparel and accessory e-commerce retailer and wholesale distributor, has partnered with Julian Marley and licensing company Dropleaf to design, produce and distribute clothing and accessories for the performer's new JuJu Royal premium cannabis line.

The son of legendary reggae performer Bob Marley, Julian Marley licensed his name, likeness and image to Dropleaf for a range of marijuana products under the JuJu Royal brand. The brand [was announced Nov. 12](#) at the Marijuana Business Conference & Expo in Las Vegas.

RastaEmpire refreshed the JuJu Royal logo and produced a range of JuJu Royal shirts and accessories, currently [available for purchase on RastaEmpire site](#). More products are planned for the spring and Julian Marley's next tour.

"This is an ideal partnership," said Anthony Bielobockie, CEO of RastaEmpire. "In addition to our graphic design and production expertise, we can provide immediate distribution via the industry's most popular e-commerce website and a ready dealer / retailer network."

Launched in 2007, RastaEmpire is the industry's leading site for marijuana-strain, Rastafarian, Bob Marley and 420-culture apparel and products, with the highest website traffic, largest social media footprint and widest product selection. Approximately 200 brick-and-mortar retailers carry RastaEmpire products, including in the United States, Canada, Europe, South America and Japan. The company launched its own line of RastaEmpire-branded products in 2014.

RastaEmpire is committed to supporting the reggae, Rastafarian and 420 lifestyle by promoting local music through artist series and band sponsorships. The company has a special commitment to artists and artisans, sourcing products directly from those who make their products in small quantities by hand.

About RastaEmpire

RastaEmpire is the industry's leading online retailer featuring Bob Marley clothing, Rasta wear, reggae fashion and Rastafarian lifestyle products. The company designs, produces and distributes reggae and marijuana lifestyle apparel and accessories through its ecommerce website and a network of brick-and-mortar re-sellers worldwide. For more information, visit www.rastaempire.com.

About JuJu Royal

JuJu Royal is headquartered in Denver, Colorado. Dropleaf acquired rights to Marley's JuJu Royal brand to educate people about the natural connection between Julian Marley, Rastafarian culture, reggae music and marijuana. With Julian Marley as the brand's ambassador, Dropleaf

intends to capture a significant share of the marijuana market by licensing the brand to cannabis growers, edible manufacturers, and retail stores. For more information, <http://www.jujuroyal.net>.

About Julian Marley

Born in London, England on June 4, 1975, Julian Marley is the son of reggae legend Bob Marley and Barbados-born Lucy Ponder. Growing up as a youth in a musical atmosphere, the Grammy Award Nominated roots-reggae musician, singer-songwriter, producer and humanitarian quickly adopted a musical lifestyle, and at an early age became a skillful, self-taught musician mastering the bass, drums, guitar and keyboards. For more information, visit www.julianmarley.com.

About Dropleaf

Dropleaf prides itself on being a pioneer of branding within the cannabis industry. Its flagship brand will be the Julian Marley JuJu Royal premium marijuana collection of flowers, edibles, and beverages. Dropleaf has future plans for additional strains and a line of products and merchandise. The Dropleaf team supports a legally controlled market for marijuana where consumers and patients can purchase cannabis for medicinal and personal use from a safe and legal source. For more information, visit www.thedropleaf.com.

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