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*Listed on the Canadian Securities Exchange under the symbol ("AFI")*

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## **Affinor Growers signs NHL veteran Georges Laraque for business development in Quebec**

**November 3, 2014, Montreal, Canada - [Affinor Growers](#)** (CSE:AFI, OTC:RSSFF, Frankfurt:1AF) ("Affinor" or the "Corporation) announced today that 13-year, NHL veteran, Georges Laraque, will join the Affinor team for business development and to endorse their healthy products, including strawberries.

Georges Laraque is a 13-year NHL veteran, who has played for the Edmonton Oilers, Phoenix Coyotes, Pittsburgh Penguins and Montreal Canadiens. His best-selling biography, *The Story of The NHL's Unlikeliest Tough Guy*, goes well beyond the stereotype of the tough guy. It is the story of a true humanitarian, an engaged citizen not only in his immediate community, but on the global stage as well. The son of Haitian immigrants, Laraque campaigned for World Vision to help with Haitian relief and the rebuilding of the Grace Children's Hospital in Port-au-Prince. Today, Georges is involved in many charities, including the Mira Foundation, which provides dogs for disabled individuals and the Team In Training for blood cancer research.

A committed believer in animal rights and a spokesperson for PETA, he became a vegan in 2009 and has, ever since, contributed to the vegetarian movement in Montreal by becoming co-owner of three raw vegan restaurants called Crudessence and Rise Kombucha, a raw, organic, vegan, fair trade fermented tea beverage company. A conscientious environmentalist, Laraque stepped up in July 2010 to be the deputy leader of the Green Party until 2013.

All in all, Georges is a man of strong convictions. He believes that: "Just as we should cultivate gentle and peaceful relations with our fellow human beings, we should also extend that same kind of attitude towards the natural environment."

Since his retirement, Georges has been very active as a speaker. He has been invited to hundreds of events and has spoken on various topics such as sports, motivation, racism, bullying, veganism, business, charities and politics.

Georges will be assisting the Company in business development, to improve the strategies, to endorse

and promote the new facility currently under construction in St-Chrysostome, Quebec and the virtues of organic, vertically grown food. Under the terms, Georges will receive \$3,000 per month and two hundred thousand incentive stock options to purchase common shares. The options are exercisable on or before October 28, 2017 at an exercise price of \$0.25 per share.

Affinor Growers CEO Sebastien Plouffe, comments: "I'm very proud to be associate with Georges as he's bringing a convincing, fresh and healthy spirit to Affinor. He will definitely help communicate the Company's mission to be the world-wide, market leader in vertical farming technologies that use the least possible resources to produce the highest quality products, grown without pesticides, year-round, regardless of environmental conditions."

### **About Affinor Growers Inc.**

[Affinor Growers](#) is a diversified publicly traded company on the Canadian Securities Exchange under the symbol ("AFI"). Affinor is focused on growing high quality crops such as romaine lettuce, spinach, strawberries and high quality medical Marijuana. Affinor is committed to becoming a pre-eminent grower, using exclusive vertical farming techniques.

On Behalf of the Board of Directors

### **AFFINOR GROWERS INC.**

"Sebastien Plouffe"

President & CEO

The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release

### **FORWARD LOOKING INFORMATION**

This News Release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this News Release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure documents which can be found under the Company's profile on [www.sedar.com](http://www.sedar.com). This News Release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E the Securities Exchange Act of 1934, as amended and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995.

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