



Press Release #201434

FOR IMMEDIATE RELEASE

July 1, 2014

Enertopia Retains TDM Financial for Market Awareness

Vancouver, BC—Enertopia Corporation (ENRT) on the OTCBB and (TOP) on the CSE (the "Company" or "Enertopia") is pleased to announce that it has retained TDM Financial for a further 12 months to provide, marketing, outreach and management services. TDM Financial also owns and operates the CannabisFN website, a leading financial network serving the medical marijuana (MMJ) and cannabis industries.

"We are pleased to engage the services of TDM Financial as we continue to build a diverse and balanced business and increase the exposure of our company in the marketplace," said Robert McAllister, President / CEO of Enertopia Corporation. "TDM Financial's extensive network and expertise will help us realize increased education for parties interested in Enertopia and shareholder outreach through fully compliant and high-quality coverage on major financial news portals as we build upon our aggressive growth strategy in North America."

"We are excited to be working with an early pioneer and thoughtful leader in the cannabis industry," said TDM Financial president Daniel Minton. "We look forward to communicating the company's growth strategy to the investment community and building a stable, long-term shareholder base."

The Company issued 750,000 in full payment for the one year \$120,000 market awareness campaign.

The securities referred to herein will not be or have not been registered under the United States Securities Act of 1933, as amended, and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

About Enertopia

Enertopia's shares are quoted in Canada with symbol TOP and in the United States with symbol ENRT. For additional information, please visit www.enertopia.com or call Clark Kent at 1.647.519.2646

This release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements which are not historical facts are forward-looking statements. The Company makes forward-looking public statements concerning its expected future financial position, results of operations, cash flows, financing plans, business strategy, products and services, potential and financing of its medical marijuana projects, evaluation of clean energy projects, oil & gas projects, , competitive positions, growth opportunities, plans and objectives of management for future operations, including statements that include words such as "anticipate," "if," "believe," "plan," "estimate," "expect," "intend," "may," "could," "should," "will," and other similar expressions that are forward-looking statements. Such forward-looking statements are estimates reflecting the Company's best judgment based upon current information and involve a number of risks and uncertainties, and there can be no assurance that other factors will not affect the accuracy of such forward-

looking statements, foreign exchange and other financial markets; changes of the interest rates on borrowings; hedging activities; changes in commodity prices; changes in the investments and exploration expenditure levels; litigation; legislation; environmental, judicial, regulatory, political and competitive developments in areas in which Enertopia Corporation operates. The User should refer to the risk disclosures set out in the periodic reports and other disclosure documents filed by Enertopia Corporation from time to time with regulatory authorities.

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