

## The Green Organic Dutchman Launches its Premier Certified Organic Cannabis Brand

TORONTO, September 12th, 2018 -- The Green Organic Dutchman Holdings Ltd. (the “Company” or “TGOD”) (TSX: TGOD) (US: TGODF) is pleased to announce the launch of its premium, certified organic cannabis brand. This preeminent launch coincides with [Canadian Organic Week](#), the largest annual celebration of organic food, farming and products across the country. This is a pivotal step for the Company in becoming the largest, organic cannabis brand in the world.

TGOD is proud to showcase its brand below.



Additional details of the launch will be provided in a subsequent press release.

TGOD cannabis adheres to the highest production standards for organic cultivation - the product is grown naturally in Canadian soil, without the use of synthetic pesticides, herbicides or fertilizers. According to a 2018 Hill & Knowlton research study, 57% of Canadian medical cannabis consumers and 43% of recreational cannabis consumers prefer organic cannabis. Of 116 licensed producers in Canada, TGOD is one of only two that are certified organic.

TGOD cannabis is never irradiated, resulting in rich and aromatic terpene profiles that are all natural. The Company's cannabis oils are derived using a super-critical CO2 extraction process that uses no harmful solvents or additives.



As part of the launch, TGOD is selecting 200 beta patients to experience its product this coming January. Applicants will be selected from the Company's Founder's Club enrollment program located [here](#).

"Organically certified cannabis is preferred by Canadian consumers, in both medical and recreational markets," said Andrew Pollock, TGOD's Vice President of Marketing. "Cannabis consumers value the safety, medical efficacy and natural terpene profiles that organic cannabis provides. Our mission is *Making Life Better*, and our organic cannabis products deliver on that promise. TGOD is an organic community that consumers will be proud to join," continued Pollock.

In addition to producing a premium cannabis experience, TGOD will be the industry leader in sustainability and environmental standards. Production of organic nutrients requires less processing, and organic pest control has less environmental impact due to fewer chemicals entering the ecosystem. TGOD will operate the largest LEED-certified facility in the world and is building all facilities to GMP standards. LEED is an internationally recognized green building certification system, including energy savings, water efficiency, CO2 emission reduction, and indoor environmental quality.



“We are thrilled to launch our premium organic brand of TGOD products with a focus on providing the highest-quality cannabis experience in the world,” said Brian Athaide, TGOD’s CEO. “Our respect for the land is evident in every step of our production process, and we are committed to providing premium products for both our medical and future recreational customers,” continued Athaide.

“We are excited to see a company in a new industry that embraces the importance of organic cultivation and product offerings,” said Tia Loftsgard, executive director of the Canada Organic Trade Association (COTA). “When cannabis becomes legal, we are delighted that TGOD will be able to provide the option of cleanly grown, certified organic cannabis to the Canadian marketplace.”

#### **ABOUT THE GREEN ORGANIC DUTCHMAN HOLDINGS LTD**

The Green Organic Dutchman Holdings Ltd. is a research & development company licensed under the Access to Cannabis for Medical Purposes Regulations ("ACMPR") to cultivate medical cannabis. The Company carries out its principal activities producing cannabis from its facilities in Ancaster, Ont., pursuant to the provisions of the ACMPR and the Controlled Drugs and Substances Act (Canada) and its regulations.

The Company grows high quality, organic cannabis with sustainable, all-natural principles.

TGOD's products are laboratory tested to ensure patients have access to a standardized, safe and consistent product. TGOD has a funded capacity of 170,000 kg and is building 1,382,000 sq. ft. of cultivation facilities in Ontario, Quebec and Jamaica.

The Company has developed a strategic partnership with Aurora Cannabis Inc. ([ACB.TO](http://ACB.TO)) whereby Aurora has invested approximately C\$78.1 million for a 20% off-take agreement on Canadian production. The Company has raised approximately C\$350 million dollars and has over 20,000 shareholders.

TGOD's Common Shares and warrants issued under the indenture dated November 1, 2017 trade on the TSX under the symbol "TGOD" and "TGOD.WT", respectively.

## **CONTACT INFORMATION**

Investor Relations

Email: [invest@tgod.ca](mailto:invest@tgod.ca)

Phone: 1 (416) 900-7621

[www.tgod.ca](http://www.tgod.ca)

## **Forward-Looking Information Cautionary Statement**

*This news release includes statements containing certain "forward-looking information" within the meaning of applicable securities law ("forward-looking statements"). Forward looking statements in this release includes, but is not limited to, statements about the future legalization of recreational cannabis and cannabis-infused products in Canada, statements about future research, development and innovation by the Company, statements about the offering of any particular products by the Company in any particular territory and statements regarding the future performance of the Company. Forward-looking statements are frequently characterized by words such as "plan", "continue", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Various assumptions were used in drawing the conclusions or making the projections contained in the forward-looking statements throughout this news release. Forward-looking statements are based on the opinions and estimates of management at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking statements. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.*

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