



MAKING *Life* BETTER

**THE GREEN ORGANIC DUTCHMAN PARTNERS  
WITH VELVET MANAGEMENT INC.  
TO DISTRIBUTE PREMIUM ORGANIC CANNABIS  
ACROSS ALL RECREATIONAL ADULT USE MARKETS IN CANADA**

TORONTO, November 14, 2018 - The Green Organic Dutchman Holdings Ltd. (the “Company” or “TGOD”) (TSX: TGOD) (US: TGODF) is pleased to announce a supply partnership with Velvet Management Inc. for sales and distribution to provincial liquor and cannabis boards across Canada. Velvet is a new company with distinct ownership created by the largest wine distributor in Canada, Philippe Dandurand Wines.

TGOD is committed to best-in-class distribution for its premium, certified organic cannabis. Sales and relationships with provincial cannabis and liquor boards is a critical aspect to TGOD’s success. Through the partnership with Velvet, TGOD has secured a strong entry point with every provincial liquor and cannabis board across Canada.

Dandurand has been a successful Canadian enterprise since 1968, specializing in importing wines from various countries around the world. Dandurand is the largest wine importer/agent in Canada, managing more than \$625 million of retail sales across 1,600 stores, and 4 million cases in annual volume. With over 115 employees and offices in Montreal, Toronto, Calgary and Vancouver, Dandurand has the largest wine salesforce in the country.

With representation in every Canadian province and territory, Dandurand has received multiple awards from provincial boards including the LCBO’s prestigious Partner of the Year award. The Dandurand portfolio of brands is one of the most powerful and diverse portfolios in Canada. One in ten bottles of imported wine in Canada is sold by Dandurand.

Leading up to Canada’s adult-use market, Dandurand established Velvet Management Inc. to focus on the sales and marketing of cannabis brands. TGOD is the first cannabis partner and will be exclusive in the certified organic segment. TGOD as the brand owner will maintain responsibility for brand marketing.

“TGOD’s cannabis is a premium offering, the best experience a consumer can receive,” said Csaba Reider, President of TGOD. “When we began the search for a distribution partner, we wanted the best - a partner with significant distribution capabilities and years of excellence in selling premium alcohol and wine. In Velvet Management we have found that partner.”

“This is a pivotal step in our sales and distribution strategy,” said Mike Gibbons, Vice President of Sales. “Velvet will be a powerful partner with their knowledge of the industry, extensive contacts, and second to none distribution capabilities. We look forward seeing the tremendous success achieved by Dandurand in the wine and alcohol industry translate to the cannabis sector.”

“At Velvet, we are committed to selling only the highest-quality cannabis,” said Vianney Aubrecht, President of Velvet. “TGOD does things the right way, from organic certification, to packaging and branding. It’s a model we are used to in the wine business, and we have very high expectations for the TGOD brand.”

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

The Green Organic Dutchman Holdings Ltd. is a premium global organic cannabis company, with operations focused on medical cannabis markets in Canada, Europe, the Caribbean and Latin America and the Canadian adult-use market. 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 kgs and is building 1,382,000 sq. ft. of cultivation facilities across Ontario, Quebec and Jamaica.

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**

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### **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 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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