

## **The Green Organic Dutchman Confirms Strong Demand for Premium Organic Cannabis Following Ontario Launch; Accelerates Shipments**

- **Feedback from retailers confirms premium organic segment highly in demand**
- **Price premium not a barrier for cannabis consumers looking for high-quality**
- **TGOD's high-THC strain, Unite Organic, performing well in premium segment with positive consumer feedback**
- **Company already received second order from the OCS as some retailers quickly sold out**

**Toronto, ON, September 12, 2019** - The Green Organic Dutchman Holdings Ltd. (the **"Company"** or **"TGOD"**) (TSX: TGOD) (US: TGODF), a leading producer of premium certified organic cannabis, is pleased to announce that following its launch in Ontario at the end of August, which marked the Company's entrance into Canada's recreational market, initial demand has exceeded expectations. TGOD's high-THC signature strain, Unite Organic, is performing well online and at dispensaries, triggering a second order from the OCS earlier than initially anticipated.

"We are thrilled to witness such strong sales and positive feedback from retailers and consumers across Ontario, Canada's most populous province at 14.32 million people. We can see from the initial response that demand for high-quality flower is strong," commented Brian Athaide, CEO of TGOD. "Our team is working hard to ramp up production of our premium organic products as we get ready to expand distribution with additional strains and product forms as well as to other provinces in the months ahead. With our Hamilton hybrid greenhouse completed, and a second one nearing completion in Valleyfield, we are on track to distribute nationally early next year."

As highlighted in a study conducted by Hill & Knowlton earlier this year, over 50% of recreational consumers who intended to purchase cannabis stated that it is important that their cannabis be organic. TGOD's cannabis is grown in the Company's proprietary living soil, in accordance with all-natural principles and without irradiation. The Company's growing process is also certified organic by both Pro-cert and ECOCERT, two leading organic certification bodies, providing consumers with a safe, consistent, and enjoyable cannabis experience.

### **About The Green Organic Dutchman Holdings Ltd.**

The Green Organic Dutchman Holdings Ltd. (TSX: TGOD) (US: TGODF) is a publicly traded, premium global organic cannabis company, with operations focused on medical cannabis markets in Canada, Europe, the Caribbean and Latin America, as well as the Canadian adult-use market. TGOD also has organic hemp CBD oil operations in Canada, and through its wholly owned subsidiary HemPoland distributes premium hemp CBD oil in the EU. The Company grows high quality, certified 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 planned capacity of 219,000 kgs and is building 1,643,600 sq. ft. of cultivation and processing facilities across Ontario, Quebec, Jamaica and Denmark.

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.

For more information on The Green Organic Dutchman Holdings Ltd., please visit [www.tgod.ca](http://www.tgod.ca).

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