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Tweed Named An Emerging Brand of the Year at annual cult brand celebration, The Gathering

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BANFF, AB – Tweed Inc. (Tweed or the Company), a wholly-owned subsidiary of Canopy Growth Corporation (TSX: WEED) has been named an Emerging Cult Brand of the Year at The Gathering, a one-of-a-kind festival that connects like-minded marketers and entrepreneurs and celebrates “the world’s bravest brands” who have developed cult-like followings.

Tweed – Canada’s largest marijuana producer – is being recognized amongst established brands including Canada Goose, Levi’s, and Fender.

Focusing on a delicate balance of charitable, compassionate and fun partnerships, the award acknowledges Tweed’s strong brand presence, voice and credibility that have been built over a short period of time.

“We are humbled to be recognized at The Gathering,” says Bruce Linton, co-founder of Tweed and CEO of Canopy Growth. “To be surrounded by such established companies is an honour. With massive expansion and exciting new products in the works this award is motivation to continue doing what we do best: innovating and building our voice.”

Bruce Linton was also given the opportunity to present the Tweed story, from its origin as a medical cannabis brand in small town, Ontario to the forward-looking lifestyle approach it looks to pursue in the context of a possible legal recreational cannabis market.

About Tweed

Tweed is a globally recognized cannabis production brand. It has built a large and loyal following by focusing on quality products and meaningful customer relationships. Tweed doesn't just sell cannabis, it facilitates a conversation about a product we've all heard about but haven't met intimately yet. As cannabis laws liberalize around the world, Tweed will expand its leading Canadian position around the globe. Learn more at www.tweed.com.

About The Gathering

The Gathering is an annual coming together of the world’s most coveted brands to share secrets and learn from the courageous leaders and trailblazers who are reaping the benefits of unbreakable brand affinity and loyalty. The Gathering is for those who know they don’t know it all. It is for those who understand we all stand on the threshold of an entirely new marketing universe. Learn more at www.cultgathering.com

About Canopy Growth Corporation

Canopy Growth is a world-leading diversified cannabis company, offering diverse brands and curated cannabis strain varieties in dried and oil extract forms. Through its wholly-owned subsidiaries, Canopy Growth operates numerous state-of-the-art production facilities with over half a million square feet of indoor and greenhouse production capacity. Canopy Growth has established partnerships with leading sector names in Canada and abroad. For more information visit www.canopygrowth.com.

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