

Meet *Tweed Main Street*: Bringing the Conversation to Main Street

March 17, 2016

Barrie, ON – Tweed Inc. (“Tweed” or “the Company”) is pleased to unveil a new look for its bricks and mortar operations and to announce plans to open its newest site in Barrie, Ontario.

“Canada is having a national conversation about cannabis and it is important that the conversation about regulated, reliable cannabis be accessible to all Canadians,” said Mark Zekulin, Tweed’s President. “That is what *Tweed Main Street* will be all about. A comfortable, welcoming environment where Canadians can walk in to learn more and simply have a dialogue.”

Starting in Southwestern Ontario and expanding strategically into other Canadian markets, *Tweed Main Street* will showcase the Tweed story to the public and create a space where Canadians can learn more about the regulated producers in the country. Whether visitors are interested in medical use or just curious about the evolution of the sector, *Tweed Main Street* will be a welcoming environment designed to engage people in appropriate adult demographics.

Concurrently, Tweed will license its brand and provide training to an external partner, overseen by Justin Whitehall. Mr. Whitehall is a founder and former operator of Simcoe Holistic Health, a successful cannabis clinic that has operated in Barrie for the last three years. Tweed is excited to expand its brand through passionate individuals who see the value of regulated production and distribution.

“This is a dream come true for me,” commented Whitehall. “I have experience running a cannabis clinic over the last three years, to me this is the most patient focused framework in Canada. I am thrilled to now be a part of Canada's largest and most innovative cannabis company and to introduce Tweed to Canadians looking to learn more.”

Existing brick and mortar locations in Guelph, Etobicoke, and Hamilton will be rebranded in the coming months.

Customers visiting *Tweed Main Street* locations will be able to purchase merchandise and Tweed Pantry items, and learn about the products and services Tweed and its affiliates offer to medical patients.

Here’s to Future Conversation.

About Tweed Inc.

Tweed Inc. is a Canadian company licensed under the Marihuana for Medical Purposes Regulations to produce and sell marijuana to authorized medical

customers. Tweed strives to supply a wide selection of marijuana, as diverse as the patients who trust the company with their patronage. Tweed Inc. is a wholly-owned subsidiary of Canopy Growth Corporation. www.tweed.com

About Canopy Growth Corporation

Canopy Growth (TSX.V:CGC) is Canada's first publicly traded medical marijuana company and the first geographically diversified producer with dual licenses under the Marihuana for Medical Purposes Regulations. Through its wholly-owned subsidiaries, Tweed, Tweed Farms, and Bedrocan Canada, the Company operates three state-of-the-art production facilities in Ontario and distributes marijuana across the country to Canadian patients managing a host of medical conditions. The Company is dedicated to educating healthcare practitioners, providing consistent access to high quality medication, conducting robust clinical research, and furthering the public's understanding of how marijuana is used for medical purposes. www.canopygrowth.com

Notice Regarding Forward Looking Statements

This news release contains forward-looking statements. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Canopy Growth Corporation, Tweed Inc., Tweed Farms Inc. or Bedrocan Canada Inc. to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Examples of such statements include future operational and production capacity, the impact of enhanced infrastructure and production capabilities, and forecasted available product selection. The forward-looking statements included in this news release are made as of the date of this news release and Canopy Growth Corp. does not undertake an obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless required by applicable securities legislation. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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