

Tweed and Snoop Dogg Launch *Leafs by Snoop* for Canadian Market

Oct 6th, 2016

Smiths Falls, ON – Tweed Inc. (Tweed), Canada’s largest and most recognized producer of cannabis, and Snoop Dogg (Snoop), the world’s most renowned cannabis connoisseur, are please to announce that *Leafs by Snoop* will be available in Canada this October, exclusively to customers registered with Tweed.

Since announcing this first-of-a-kind partnership in February, Tweed and the iconic entrepreneur have been carefully working to select, phenotype, and ultimately produce a selection of cannabis strains that represent the highest quality of flower, while meeting a cross-section of patient needs. The Tweed Shop will soon be home to the first three Canadian *Leafs by Snoop* varieties – Sunset, Ocean View and Palm Tree CBD – a nod to the West Coast rapper’s California heritage.

“At this stage in his career, Snoop is much more than an artist, entertainer and entrepreneur,” said Mark Zekulin, President of Tweed. “He’s also one of the most trusted voices in cannabis the world over. With this partnership we’re welcoming a cannabis culture icon into the Canadian industry, and as a true partner of the Tweed team.”

Starting with three whole-flower dried cannabis strains and expanding over time, *Leafs by Snoop* will be a full spectrum offering of diverse strains including a high CBD option and mid to high-range THC options.

To celebrate the launch of *Leafs by Snoop* – available north of the border for the first time – Tweed will be throwing Snoop a private birthday party for him and a thousand of his closest Tweed Friends on October 27th in Toronto.

“Like hip-hop, cannabis is as much a lifestyle as it is a culture. *Leafs by Snoop* is an expression of my experience with that culture over decades on the scene,” says Snoop. “What started for me in the 90s in Cali now has a home in places like Colorado, where real progress is being made. Now that *Leafs by Snoop* is coming to Tweed, I’ll be able to share my passion for the best cannabis on the planet with Canada.”

From Long Beach to the Frozen North, Here's to Future Growth.

Contact

Jordan Sinclair

Director of Communications and Media

Jordan@tweed.com

613-769-4196

About Tweed Inc.

Tweed is the most recognized marijuana production brand in the world. It has built a large and loyal following by focusing on quality products and meaningful customer relationships. Tweed doesn't just sell marijuana, it facilitates a conversation about a product we've all heard about but haven't met intimately yet.

Tweed Smiths Falls is housed in the former Hershey Chocolate factory at 1 Hershey Drive, and comprises 40 acres of land with over 460,000 sq. ft. of available space. Tweed occupies 168,000 sq. ft. of licensed production space, plus office space where Canopy's head office drives the vision forward. It is a data-driven, automated and lean operation, housing an R&D facility, oil extraction infrastructure, and in-house lab. Precise climate controlled spaces for each stage of cannabis production, from clone to cured bud, allows for the highest quality and widest variety of product in the sector. Tweed is partnered with some of the leading names in the sector including legendary breeders DNA Genetics and iconic cannabis connoisseur Snoop Dogg.

About *Leafs By Snoop*

Leafs By Snoop is the premier cannabis brand by entertainment icon Snoop Dogg, and is currently distributed in Colorado retailers, and nationally in Canada for medical patients. Products in the United States and Canada include flower, and concentrates and edibles are available in Colorado, all of which are personally selected by Snoop Dogg. *Leafs by Snoop* embodies the California Cool lifestyle, and has a variety of products available for every cannabis consumer.

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, Tweed, Tweed Farms, and Bedrocan Canada, Canopy Growth operates three 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: 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 the TSX Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Exchange) accepts responsibility for the adequacy or accuracy of this release.