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Press Release:

Emblem Corp. Signs Licensing Deal With Canada's Leading Cannabis Platform Lift Co.

TORONTO, ON (Marketwired - November 30, 2016) - Lift Cannabis Co Ltd ("Lift") announced today that it has partnered with Emblem Corp. ("Emblem"), one of Canada's newest federally-licensed cannabis producers, to offer "Liv by Lift" -- a limited edition strain of cannabis available for sale to patients through the Access to Cannabis for Medical Purposes Regulations (ACMPR).

Known as "the meeting place for cannabis," Lift helps thousands of Canadians discover, purchase and incorporate medical cannabis into their lifestyle. "For many patients, medical cannabis is part of everyday life," said Matei Olaru, Chief Executive Officer of Lift. "We wanted to create a product true to our mission -- empower patients to live everyday life through medical cannabis -- with the right partner."

Lift worked alongside Emblem to handpick "Liv", a sativa-dominant strain. "Lift is a dynamic Canadian cannabis company that has built a reputable and responsible brand by bringing together the cannabis community," said Maxim Zavet, Co-Founder and President of Emblem. "We're excited to introduce our clients to the very best education, services and products by working with Lift."

Consumers can join the pre-sale waitlist at www.livbylift.com and receive early access to order Liv when it becomes available for sale online in December 2016. The first one hundred eligible registrants will receive a special gift with their welcome Liv order.

Liv, everyday.

About Lift

Lift is a Vancouver-born company that has helped thousands of Canadians discover the benefits of cannabis. With coast-to-coast operations, Lift empowers patients with access to medical cannabis via its online product discovery tool (www.lift.co), nation-wide network of clinics (www.liftcentre.ca) and leading news and media publications (news.lift.co).

About Emblem

Emblem Corp. is a fully integrated Canadian medical cannabis, healthcare and cannabinoid-based pharmaceutical company licensed to carry on business as a producer of medical cannabis by the Government of Canada.

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