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Emblem Announces Commencement of Nick Dean as Chief Executive Officer and President

TORONTO, Ontario, December 1, 2017 -- Emblem Corp. (TSXV:EMC) (EMC.WT) (“Emblem” or the “Company”) is pleased to announce that Nick Dean has commenced his role as the Chief Executive Officer and President of Emblem effective as of December 1, 2017.

As noted in Emblem's press release dated October 30, 2017, Nick Dean brings more than 12 years of consumer marketing and leadership experience to Emblem's dedicated team, including extensive work with highly respected pharmaceutical and healthcare brands. Most recently he worked with KBS Canada, a fully integrated creative agency with offices in Toronto and Montreal, where he led the company through two mergers and a number of substantial client wins, resulting in significant bottom and top-line growth. Mr. Dean earned his MBA from the Richard Ivey School of Business and holds his Bachelor of Commerce Degree from McMaster University. He is a proud husband and father of three sons.

In addition, the board of directors of the Company has approved the granting of 290,000 incentive stock options (the “Options”) of which 100,000 were to a director of the Company and 190,000 were to employees. The Options are exercisable at a price of \$1.63 per share for a period of five years. 250,000 of the Options shall vest equally over a three year period with one-third of the number of Options to vest on each of December 1, 2018, 2019 and 2020. 40,000 of the Options vest on December 1, 2017.

About Emblem

Emblem Corp. is a fully integrated licensed producer and distributor of medical cannabis and cannabis derivatives in Canada under the ACMPR (Access to Cannabis for Medical Purposes Regulations). Led by a team of cannabis experts and former health care and pharma executives, it has three distinct verticals – cannabis production, patient education centers, and pharmaceutical development. Emblem trades under the ticker symbol EMC on Toronto Venture Exchange (TSXV).

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which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: general business, economic, competitive, political and social uncertainties; delay or failure to receive board, shareholder or regulatory approvals; and the results of operations. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The Company and Emblem disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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