



## **48North Cannabis Corp. Ships Company's Accessible Dried Flower Brand *Fleur du Jour* to the SQDC**

**April 22, 2020— Toronto, Ontario:** 48North Cannabis Corp. ("**48North**" or the "**Company**") (TSXV:NRTH), is pleased to announce that it has shipped the first order of its accessible dried flower brand, *Fleur du Jour*, to the Société québécoise du cannabis ("SQDC") for retail sale.

Today, 48North is bringing affordable quality cannabis to the Quebec recreational market. Building on the Company's belief that high-quality cannabis experiences should be available to all, 48North's low-cost production advantage allows the Company to produce this product at competitive pricing.

"As we continue to listen to consumer feedback, we know that price point is a critical driver of purchasing decisions and are confident this will match demand for more affordable products. With that in mind, the launch of *Fleur du Jour* is a critical step in our renewed commitment to improving operations, investing in product development, and supporting high-quality experiences for Canadian consumers," said Charles Vennat, CEO of 48North.

*Fleur du Jour* will retail at the SQDC both online and in retail stores, the Company expects that this will be one of the most accessible products available to cannabis customers in Quebec, without jeopardizing quality.

Looking ahead, 48North has a number of additional product launches that are expected to launch this quarter, these include:

- *Apothecanna*, Extra Strength Body Cream (Alberta)
- *Trail Mix*, Pax Pod (Ontario)
- *Trail Mix*, All-in-one accessible vaporizer pen (Ontario)
- *48North*, indoor premium dried flower (Ontario and Alberta)
- *Avitas*, single strain vaporizer cartridge (Alberta)

In addition, 48North has granted an aggregate of 1,000,000 stock options (each an "Option") to certain directors, officers, and employees of the Company. The Options vest through the passage of time or the achievement of specific goals. The specific goals for the Options vary based upon the duties and responsibility of the recipient. Each Option is exercisable into one common share ("Share") of the Company at a price of \$0.145 per Share for a period of three years from the date of grant. All of the Options have been granted pursuant to the Company's Stock Option Plan which has been previously approved by the Company's shareholders and the TSX Venture Exchange.

## About 48North

48North Cannabis Corp. (TSXV: NRTH) is a vertically integrated cannabis company focused on the health and wellness market through cultivation and extraction, as well as the creation of innovative, authentic brands for next-generation cannabis products. 48North is developing formulations and manufacturing capabilities for its own proprietary products, as well as positioning itself to contract manufacture similar products for third parties. 48North operates Good:Farm, a 100-acre organic cannabis farm which produces organically-grown, sun-grown cannabis, securing a significant first-mover advantage in the production of low-cost, next-generation, extract-based cannabis products. In addition, 48North operates two indoor-licensed cannabis production sites in Ontario. 48North cultivates unique genetics at its wholly owned subsidiary, DeIshen Therapeutics Corp. ("DeIshen") and processes cannabis and manufactures next-generation cannabis products at Good & Green Corp. ("Good & Green"), both Licensed Producers under the Cannabis Act. 48North has a growing portfolio of brands that include Latitude, a women's cannabis platform ([explorelatitude.com](http://explorelatitude.com)); Avitas, a single-strain vaporizer cartridge ([avitasgrown.com](http://avitasgrown.com)); Quill, a leader in the manufacturing of beautifully designed, lifestyle-focused and sleek vape products ([quill.me](http://quill.me)) and Sackville & Co, a leading U.S.-based cannabis brand focused on design-forward cannabis accessories and CBD products ([sackvilleandco.com](http://sackvilleandco.com)).

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