



48North Cannabis Corp. launches Latitude, a brand with products ranging from sexual wellness, to beauty and beyond

October 15, 2020 — Toronto, Ontario: 48North Cannabis Corp. ("48North" or the "Company") (TSXV:NRTN), a vertically integrated cannabis company focused on manufacturing high-quality products, building progressive and thought provoking brands, and low-cost cultivation, announced the launch of its newest brand – Latitude.

Latitude builds on the successful 2018 launch of *LAT*, an interactive, omni-channel platform that empowers women to connect, engage and share their personal stories with cannabis. Today, using the momentum of *LAT*'s second edition, 48North is pleased to announce the platform will be expanding in to 48North's newest cannabis brand, Latitude.

48North has heard clearly from the *LAT* community that there is so much more the nascent Canadian cannabis industry can do to support the multi-dimensional experiences that Canadians seek with the plant. As the Company reflects on two years of legalization, this bold step forward will provide customers with new ways to reset, rejuvenate and live well. Latitude looks forward to launching products in a variety of different categories ranging from sexual wellness to beauty and beyond.

"The cannabis industry in Canada is rapidly evolving – from dried flower and vape products, to bath salts and intimacy oils. As consumers become more educated they are collectively beginning to push their imaginations on the possibilities of what the cannabis plant can provide. The launch of Latitude is emblematic of this shift, and we look forward to sharing this journey to high frequency living with our customers," said Kirsten Gauthier, CMO of 48North.

"Our members and loyal subscribers have been waiting for this brand to take flight and now is a better time than ever to do so. After a year filled with anxiety, stress and uncertainty, Latitude products are designed to rejuvenate both the mind and body, giving us the latitude to live well," continued Kirsten.

Latitude will be launching this fall with the following products:

- **Sex Pot Intimacy Oil**

Take a deep dive into your erogenous zone with the sensuous blend of natural oils infused with THC. Carefully crafted to heighten sensation and stimulate your natural chemistry.

- **Night Shift Ylang-Ylang Charcoal Bath Salts**

Slip into a bath of charcoal-infused Black Sea and Epsom salts. The sensual blend of Jasmine, Ylang-ylang and Patchouli essential oils with THC and CBD cannabinoids is hand-picked to arouse the senses.

- **In Bloom CBD Lavender Chamomile Bath Salts**

Latitude In Bloom is a floral soak of Pink Himalayan and Epsom salts infused with the botanical goodness of lavender, chamomile, calendula and CBD. A blend chosen for deep relaxation and calm.

Latitude products will leverage 48North's cannabis grown at Good:Farm, the company's 100-acre outdoor cannabis facility, which is currently being transitioned into Canada's first organic regenerative cannabis farm. In addition, Latitude products are vegan, never tested on animals and organically sourced wherever possible.

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 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, DelShen Therapeutics Corp. ("DelShen") and processes cannabis and manufactures next-generation cannabis products at Good & Green Corp. ("Good & Green"), both Licensed Producers under the Cannabis Act.

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