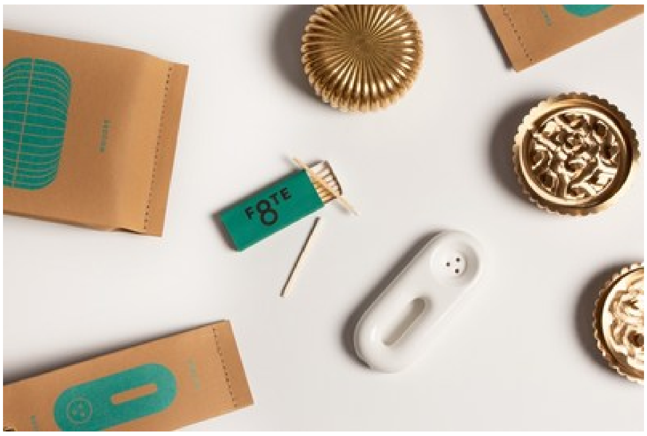
48North Launches Cannabis Accessories Brand F8; Signs Supply Agreement with the Ontario Cannabis Store and Tokyo Smoke

TORONTO, Feb. 19, 2019 /CNW/ - 48North Cannabis Corp. ("48North" or the "Company") (TSXV:NRTH) is pleased to announce the launch of its cannabis accessories brand F8 and concurrently retail supply agreements with the Ontario Cannabis Store and Tokyo Smoke.



48North Cannabis Accessories Line F8 (CNW Group/48North Cannabis Co.)

F8, a wholly-owned property of 48North, is an accessories line that offers aesthetic and functional products that redefine our relationship with cannabis and the accessories associated with it. F8 is grounded in a belief that design should be purposeful, versatile and stimulating, crafted with lasting style that inspires individual exploration and expression.

At the outset, F8 products will be exclusively available online at the Ontario Cannabis Store, Ontario's sole legal online retailer and wholesaler for recreational cannabis, and at physical Tokyo Smoke retail locations across Canada and online. The partnership with Tokyo Smoke is a key component of Canopy Growth Corporation's (TSX: WEED, NYSE: CGC) ongoing strategic equity, supply, and retail partnership with 48North.

"This is the first generation of consumers for whom cannabis is legal, and it is time for accessories to come out of hiding," said Kirsten Gauthier, Chief Marketing Officer of 48North. "That is why 48North created F8, a cutting-edge cannabis accessories line that we can feel proud to display, a line of purposeful, versatile and beautiful accessories that bring cannabis accoutrements into highly designed spaces."

"We are so pleased to launch our accessories line with our partners at the Ontario Cannabis Store and Tokyo Smoke," said Alison Gordon, co-CEO of 48North. "I could not imagine better partners to launch our accessories line with, the largest retailer of cannabis in the province, and a first-mover and market-leader in the cannabis retail marketplace.

F8 currently has two products available: a grinder made of 100% solid brass, weighing over 2 pounds, made and designed in Canada, and a pipe that is 100% porcelain, designed in Canada, that serves a dual-purpose as an incense burner.

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 positioning itself to contract manufacture similar products for third parties. 48North operates two indoor-licensed cannabis production sites in Ontario with over 86,000 square feet of production capacity. 48North cultivates unique genetics at its wholly-owned subsidiaries, DelShen Therapeutics Corp. ("DelShen") and 2599760 Ontario Corp. dba Good & Green ("Good & Green"), both Licensed Producers under the Cannabis Act. In addition, 48North expects to operate a 100-acre organic farm providing 48North with organic, sun-grown cannabis providing a significant first-mover advantage in the production of low-cost, next-generation, extract-based cannabis products. 48North has a growing portfolio of brands that include Latitude, a women's cannabis platform (explorelatitude.com) and Mother & Clone, a rapid-acting sublingual cannabis nanospray (momandclone.com).

DISCLAIMER & READER ADVISORY

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accept responsibility for the adequacy or accuracy of this release. Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words "could", "intend", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the parties' current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. Forward looking statements in this news release include statements relating to the business plan and future operations of the Company, including its application with Health Canada for a cultivation license for its 100-acre outdoor grow property. Such statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the forward-looking statements, including the possibility that the business plan described herein will not be completed, that 48North may not derive the expected benefits from such business plans, or that applicable regulatory approvals will be obtained to carry out the activities contemplated herein. The business of the Company is subject to a number of material risks and uncertainties. Please refer to the Company's SEDAR filings for further details. Various assumptions or factors are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking information. Those assumptions and factors are based on information currently available to the parties. The material factors and assumptions include the Company being able to obtain the necessary corporate, regulatory and other third parties approvals, and licensing and other risks associated with the Cannabis Act. The forward-looking information contained in this release is made as of the date hereof and the parties are not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

SOURCE 48North Cannabis Co.

View original content to download multimedia:
http://www.newswire.ca/en/releases/archive/February2019/19/c2275.html

%SEDAR: 00031179E

For further information: Connor Whitworth, Director of Corporate Affairs, (investor@48nrth.com); Kirsten Gauthier, Chief Marketing Officer, (kirsten@48nrth.com)

CO: 48North Cannabis Co.

CNW 09:00e 19-FEB-19