Emblem Corp. Issues Shares for Exclusivity Agreement

PARIS, ONTARIO—(July 24, 2017) - Emblem Corp. (TSXV: EMC) ("Emblem" or the "Company") today announced that the Company has issued a total of 30,435 common shares of Emblem (the "Common Shares") in connection with the granting of an exclusive license to Emblem pursuant to a white label agreement entered into between the Company and an arm's length third party on December 23, 2016 (the "Agreement"). Pursuant to the Agreement and subject to the approval of the TSX Venture Exchange, Emblem has been granted the right to use certain intellectual property in connection with its branding, promotion, marketing, packaging and sale of branded dried marihuana products in Canada. The exclusive license shall be in effect until December 23, 2018.

The Common Shares are subject to a hold period expiring on November 25, 2017 under applicable Canadian securities laws.

About Emblem

Emblem is licensed under the Access to Cannabis for Medical Purposes Regulations (the "ACMPR") to cultivate and sell medical marihuana. Emblem carries out its principal activities producing marihuana from its facilities in Paris, Ontario pursuant to the provisions of the ACMPR and the *Controlled Drugs and Substances Act* (Canada) and its regulations.

For further information contact:

Ali Mahdavi
Emblem Corp.
(416) 962-3300
alimahdavi@emblemcorp.com

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this *release.*

This news release contains certain forward-looking statements and forward-looking information (collectively referred to herein as "forward-looking statements") within the meaning of applicable Canadian securities laws. All statements other than statements of present or historical fact are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "anticipate", "achieve", "could", "believe", "plan", "intend", "objective", "continuous", "ongoing", "estimate", "outlook", "expect", "may", "will", "project", "should" or similar words, including negatives thereof, suggesting future outcomes.

Management of the Company believes the expectations reflected in such forward-looking statements are reasonable as of the date hereof but no assurance can be given that these expectations will prove to be correct and such forward-looking statements should not be unduly relied upon.

Forward-looking statements are not a guarantee of future performance and are subject to and involve a number of known and unknown risks and uncertainties, many of which are beyond the control of the Company, which may cause the Company's actual performance and results to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to, the risks identified in the Company's filing statement dated November 30, 2016 and in the Company's short form prospectus dated March 16, 2017 both of which have been filed with the Canadian Securities Administrators and available on www.sedar.com. Any forward-looking statements are made as of the date hereof and, except as required by law, the Company assumes no obligation to publicly update or revise such statements to reflect new information, subsequent or otherwise.