

FINAL PRESS RELEASE

**Green Growth Brands to Hold Fourth Quarter and Fiscal Year 2019 Earnings
Conference Call on October 24, 2019**

Release of financial results available after close of Canadian Securities Exchange on October 23, 2019

COLUMBUS, OH September 24, 2019 – Green Growth Brands Inc. (GGB or the Company) (CSE: GGB) (OTCQB: GGBXF) today announced it will report results for the fourth quarter and fiscal year 2019 ending June 30, 2019, at approximately 5:00 PM ET on Wednesday, October 23, 2019.

In conjunction with the release of its financial results, GGB will host a conference call with Company management at 8:30 AM ET on Thursday, October 24, 2019.

In order to improve comparability between periods, the Company changed its fiscal year-end from a fiscal year ending on June 30th to a 52/53 week fiscal year ending on the Saturday closest to June 30th. Each of the Company's quarters will consist of 13 weeks. In fiscal 2021, there will be an additional week, creating a 53-week fiscal year which will be added to the fourth quarter, creating a 14-week quarter.

The change was implemented on a prospective basis beginning in fiscal 2020, with the first quarter of fiscal 2020 beginning on July 1, 2019 and ending on September 28, 2019.

Conference Call Information:

Conference ID: 66844833

Local Toronto Dial-in Number: (+1) 416 764 8609

Local Vancouver Dial-in Number: (+1) 778 383 7417

North American Toll-Free Number:(+1) 888 390 0605

The call and replay archive will be accessible on Green Growth Brands' [Investor Relations website](#).

About Green Growth Brands Inc.

Green Growth Brands creates remarkable experiences in cannabis and CBD. Led by CEO Peter Horvath and a leadership team of consumer-focused retail experts, the company's brands include CAMP, Seventh Sense Botanical Therapy, The+Source, Green Lily, and Meri + Jayne. The Company also has a licensing agreement with the Greg Norman™ Brand to develop a line of CBD-infused personal care products designed for active wellness. Already driving the strongest sales per square feet in the cannabis industry, GGB is expanding its cannabis operations throughout the U.S its CBD presence at ShopSeventhSense.com, in malls across the country, at DSW and Abercrombie & Fitch stores—and that's just the beginning. Learn more about the vision at [GreenGrowthBrands.com](#).

For investor relations inquiries, please contact:

Julia Fulton, Investor & Public Relations

IR@greengrowthbrands.com

or

Eric Wright
289-805-3697

ewright@greengrowthbrands.com

or

Peter Horvath
(614) 508-4222

For media enquiries or interviews, please contact:

Wynn Theriault, Thirty Dash Communications
416-710-3370
wynn@thirtydash.ca

Cautionary Statements:

Certain information in this news release constitutes forward-looking statements under applicable securities law. Any statements that are contained in this news release that are not statements of historical fact may be deemed to be forward-looking statements. Forward-looking statements are often identified by terms such as “may”, “should”, “anticipate”, “expect”, “intend”, “forecast” and similar expressions. Forward-looking statements necessarily involve known and unknown risks, including, without limitation, risks associated with general economic conditions; adverse industry events; marketing costs; loss of markets; future legislative and regulatory developments involving medical and recreational marijuana; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favorable terms; the marijuana industry in the United States, income tax and regulatory matters; the ability of the Company to implement its business strategies; competition; currency and interest rate fluctuations and other risks, including those factors described under the heading “Risks Factors” in the Company’s Annual Information Form dated November 26, 2018, which is available on the Company’s issuer profile on SEDAR.

Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. The forward-looking statements contained in this release, including, but not limited to, the Company's ability to execute on its growth strategy, the Company's vision to become a multi-state operator with retail stores exceeding certain financial thresholds is made as of the date hereof and the Company is 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. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement.

This announcement does not constitute an offer, invitation or recommendation to subscribe for or purchase any securities and neither this announcement nor anything contained in it shall form the basis of any contract or commitment. In particular, this announcement does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States, or in any other jurisdiction in which such an offer would be illegal.

The securities referred to herein have not been and will not be registered under the Securities Act of 1933, as amended (the “Securities Act”), or under the securities laws of any state or other jurisdiction of the United States and may not be offered or sold, directly or indirectly, within the United States, unless the securities have been registered under the Securities Act or an exemption from the registration requirements of the Securities Act is available.